

## Press Release

### SHARE NOW launches its pilot project for long-term carsharing in Milan

- From today it will be possible to rent a SHARE NOW vehicle for up to 7 days
- De-bounded pricing scheme: different daily packages and km rates
- The pilot project starts first in Milan, Hamburg and Vienna and soon in Seattle

Milan, August 8<sup>th</sup>, 2019 - From few minutes to an entire week: SHARE NOW launches today its pilot project dedicated to long-term carsharing in the cities of Milan, Hamburg and Vienna. Also Seattle, in the United States, will be one of the pilot cities, offering this service from the beginning of September. Therefore now on, all customers in Milan will have the opportunity to rent a shared vehicle up to a maximum of seven days through the car2go and DriveNow apps.

"With the launch of this new project, we have set ourselves the goal of filling a gap in the mobility needs of our users who now will be able to give up their private car even more easily." - explains **Olivier Reppert**, CEO of SHARE NOW - "Our service, in fact, offers an absolutely flexible solution for every need: for example, from the daily rental of a smart for a business meeting within the city, to the longer rental for a family holiday of few days with a BMW car".

#### How does it work?

The process of renting a long-term vehicle remains the same as usual: it will be sufficient to have a car2go and/or a DriveNow account to book and use one of the 1.500 vehicles available in the Milanese fleet of SHARE NOW. Before starting the rental, users have to simply select the desired price via app, choosing between the standard per minute rate, the hourly fixed package or the daily flex package. At the end of the trip, for example after a week, the car must be, as usual, returned and parked within the home area to end the rental. The long-term carsharing service will not be made available for the electric vehicles of the SHARE NOW fleet, with which it will be possible to use the per minute or hourly rate (up to 6 hours package).

#### Transparent prices

The cost of the long-term carsharing of SHARE NOW consists of two components: a sticker price, which varies according to the days and the model of the car, and an extra fee based on the travelled kilometers, which varies according to the selected car. For example, renting a

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smart for the weekend (48h) will cost € 79.99 (model fortwo), € 89.99 (forfour model) or € 109.99 (cabrio model), to which will be added 15 cents per every kilometer travelled. Instead, using a BMW car for an entire week will cost 219,99 €, to which you have to add 19 cents per kilometer. At the end of the rental it won't be necessary to refill the tank before returning the vehicle. However, it will be possible to refuel at any distributor at your own cost or free of charge at the affiliated petrol stations (Q8 for car2go and TotalErg for DriveNow), presenting the card that users can find in the SHARE NOW vehicle. The costs of maintenance, insurance and parking on public strips (exclusively within the Milan operational area) are included in the service.

### Overview of the costs of the service in Milan

	smart fortwo	smart forfour	smart fortwo cabrio	MINI	BMW MINI CABRIO
<b>1 giorno (24 ore)</b>	49,99 €	59,99 €	79,99 €	79,99 €	89,99 €
<b>2 giorni (48 ore)</b>	79,99 €	89,99 €	109,99 €	109,99 €	119,99 €
<b>3 giorni (72 ore)</b>	99,99 €	109,99 €	129,99 €	129,99 €	139,99 €
<b>4 giorni (96 ore)</b>	119,99 €	129,99 €	149,99 €	149,99 €	159,99 €
<b>5 giorni (120 ore)</b>	139,99 €	149,99 €	169,99 €	169,99 €	179,99 €
<b>6 giorni (144 ore)</b>	149,99 €	169,99 €	189,99 €	189,99 €	199,99 €
<b>7 giorni (168 ore)</b>	159,99 €	189,99 €	199,99 €	199,99 €	219,99 €
<b>Costo a chilometro</b>	0,15 €	0,15 €	0,15 €	0,19 €	0,19 €
<b>Costo al min. extra (tariffa standard)</b>	0,24 €	0,26 €	0,29 €	0,31 €	0,34 €

The first phase of the pilot project will today in Milan, Vienna and Hamburg and subsequently in Seattle, where SHARE NOW wants to test customers' experience and feedback in order to bring the service also to other cities. Furthermore, in a second phase of the project, a more complete booking process will be implemented, thanks to which vehicles can be booked in advance through a specific online form.

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#### About SHARE NOW

Noleggiare un'auto ovunque e in qualsiasi momento – questo è SHARE NOW. Come pioniere e leader di mercato nel campo del carsharing a flusso libero, SHARE NOW raggruppa oltre quattro milioni di utenti tra le 31 grandi città del mondo in cui è presente con oltre 20.000 veicoli, di cui oltre 3.200 sono alimentati a propulsione elettrica. Dalla registrazione al noleggio, l'intera esperienza di viaggio avviene digitalmente tramite un'app per smartphone. SHARE NOW fornisce dunque una soluzione sostenibile per la mobilità urbana e, come parte di un ecosistema di mobilità più ampio, contribuisce in modo significativo alla riduzione della congestione nelle città: ogni veicolo SHARE NOW

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sostituisce fino a otto auto private e, allo stesso tempo, viene utilizzato fino a sei volte più frequentemente. SHARE NOW è il più grande fornitore al mondo di veicoli elettrici in condivisione free-floating, con 4 città europee in cui opera con flotte completamente elettriche e 14 città con flotte parzialmente elettriche. Attualmente, SHARE NOW è presente in Europa e in Nord America con veicoli BMW, Mercedes-Benz, MINI e smart e continua ad espandere la propria leadership nel mercato del carsharing free-floating. SHARE NOW è uno dei cinque servizi di mobilità nati dalla joint venture tra BMW Group e Daimler AG, fondata nel 2019. La società ha sede a Berlino.

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