



DriveNow Expands Electric Car Fleet To Help Reduce London's Air Pollution Crisis

BMW's car sharing service expands electric fleet with 130 new BMW i3 as it continues its aim of reducing congestion and air pollution across the capital.

London, 6 February 2019: [DriveNow](#), the 24/7 flexible car sharing service from BMW Group has today announced an additional 130 all-electric new BMW i3 models will be joining its current electric fleet of 50 BMW i3 vehicles in London. DriveNow is committed to improving the city's air quality and continues to drive change with the addition of even more electric-vehicles as it moves towards its aim of an 80% all-electric club by 2025.

The new BMW i3 will allow DriveNow members to extend their journeys with an increased driving range of 160 miles, so they can drive for even longer with zero emissions. DriveNow is the only car sharing operator in the UK offering the new BMW i3 and is available across a total of nine boroughs in the capital.

The announcement follows their 2018 expansion into five new London boroughs - Westminster, Barnet, Tower Hamlets, Southwark and Brent, which made London the largest city of operations for DriveNow.

James Taylor, UK Managing Director of DriveNow UK, **commented**:

"The introduction of the new BMW i3 is such a positive step forward for DriveNow and the e-mobility industry. It makes sense for us to expand our electric fleet and continue to offer customers a sustainable alternative to privately-owned transport. We have an important role to play in London, helping to normalise EV use and contribute further to improvements in air quality."

Supporting the Mayor of London's vision for cleaner air, DriveNow is committed to reducing the number of privately-owned vehicles on the road and to be part of the solution to help reduce the damaging effects of air pollution. Working with local authorities to lower emissions and embed shared e-mobility in the automotive landscape, DriveNow is continuing to champion the change needed to make London more liveable. DriveNow will phase out the older BMW i3 models currently in the fleet, throughout April, with just the newest editions remaining.

The expansion will see DriveNow increase its current fleet to a total of 720 BMWs and MINIs now available across London.

For more information about DriveNow and the expansion in London, please contact - alex@pangolinpr.com



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Notes to Editor

About DriveNow

DriveNow was founded in 2011 as a joint venture and is a wholly owned subsidiary of the BMW Group since March 9, 2018. The car sharing company is available in various European cities and offers a range of high-quality premium vehicles of the BMW and MINI brands to rent, based on the free-floating principle. The vehicles can be hired and returned independent of location within a defined business area. More than 1,000,000 registered customers find and reserve vehicles using the DriveNow App and are able to use the service across multiple cities. DriveNow operates a fleet of 6,000 vehicles in Munich, Berlin, Dusseldorf, Cologne, Hamburg, Vienna, London, Copenhagen, Brussels, Milan, Helsinki and Lisbon. In all its cities, DriveNow also offers electric BMW i3. Several studies have proven that one DriveNow vehicle replaces at least three private cars. DriveNow therefore contributes to easing the traffic situation in cities.