

Press release

car2go and DriveNow join forces: SHARE NOW to become the largest free-floating car sharing provider worldwide

- **SHARE NOW is the world's market leader in flexible car sharing**
- **30 cities; 4 million customers; 20,000 vehicles**
- **CEO Olivier Reppert: “SHARE NOW has a clear vision: to create sustainable mobility for and with cities – with much less traffic and reduced emissions”**
- **Mercedes-Benz and smart vehicles also planned in the fleet in future**

Berlin, 28 February 2019 – SHARE NOW is the name of the new free-floating car sharing company that brings car2go and DriveNow together under a single roof. Merging the two services makes SHARE NOW the world's leading provider of free-floating car sharing. A fleet of more than 20,000 BMW, Mercedes-Benz, smart and MINI vehicles is available in 30 cities in Europe and North America. 4 million customers are already registered with the service. Olivier Reppert, formerly Managing Director of car2go, will head up the joint car sharing company. SHARE NOW is one of five mobility services under the joint venture of the BMW Group and the Daimler AG.

“SHARE NOW has a clear vision: to create sustainable mobility for and with cities – with much less traffic and reduced emissions,” says Reppert. One car sharing vehicle already replaces as many as eight privately owned cars. “Our car sharing improves the quality of life in cities – because we offer a cost-efficient and flexible alternative to owning a car. And we’re still only at the beginning. With the joint expertise and resources of two powerful car sharing services, SHARE NOW will continue to grow and convince even more people living in cities to opt for our flexible mobility service,” says Reppert. One central component of the future strategy is electromobility. With 4 fully electric sites and partially electric fleets in 13 other cities, SHARE NOW is already the largest provider of free-floating e-car sharing. A total distance of some 75 million miles has been covered to date in approximately 3,200 electric vehicles.

Mercedes-Benz and smart vehicles planned for the London fleet in future

The DriveNow fleet and offer will remain the same in London for the time being but there are plans to expand the service. “This is the beginning of SHARE NOW. We will now start to look at the needs of the city and decide which combination of Mercedes-Benz and smart models

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we can offer London residents as part of our fleet,” says James Taylor, Managing Director of DriveNow in UK. From today, the DriveNow app will feature cars from both services, available in 13 countries across Europe and North America. In future, DriveNow customers will be able to register at car2go and have more than twice the choice of cars and cities.

In the long term, the aim is to establish a fully integrated service in a single car sharing app. In the months to come, the vehicles will initially bear both brand names, DriveNow and SHARE NOW. After this transition period, new branding will be introduced for all vehicles.

SHARE NOW is part of the mobility joint venture of the BMW Group and the Daimler AG

SHARE NOW is one of five mobility services under the joint venture of the BMW Group and the Daimler AG which was officially presented in Berlin on 22 February. Together with the four other mobility companies CHARGE NOW, FREE NOW, REACH NOW and PARK NOW, SHARE NOW will benefit from top-class technology as well as the resources and experience of two of the most renowned automotive companies in the world, yet still operate independently within the joint venture. The common aim is to meet the mobility needs of millions of people. As such, all five mobility services stand for sustainable, connected and future-oriented urban mobility.

More information at www.drive-now.com/gb/en/london or www.drive-now.com/gb/en/press.

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About SHARE NOW

Rent a car anywhere and anytime - that's SHARE NOW. As the market leader and pioneer of free-floating carsharing, SHARE NOW has over four million members and is represented in 30 major cities globally with over 20,000 vehicles, 3,200 of which are electrically powered. From registration through the rental process, all steps are performed digitally via a smartphone app. SHARE NOW provides a sustainable solution for urban mobility and, as part of a range of mobility options, contributes significantly to reducing vehicular congestion in cities: Each SHARE NOW vehicle replaces up to eight privately-owned cars in urban traffic, and at the same time is used up to six times more frequently. SHARE NOW is the largest provider of electromobile free-floating carshare in the world with four European cities operating with 100 percent fully electric fleets and 13 additional cities operating with partial electric fleets. Today, SHARE NOW is present in Europe and North America with BMW, Mercedes-Benz, MINI and smart vehicles and continues to expand its market leadership in free-floating carsharing. SHARE NOW is one of five mobility services under the joint venture of the BMW Group and the Daimler AG, founded in 2019. The company is headquartered in the German capital Berlin.



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