

Press release

SHARE NOW, formerly known as DriveNow¹, celebrates three years of free-floating carsharing in Belgium

- **Customer base increased by 30% compared to last year**
- **Almost 1,000 free-floating drives per day in Brussels**

Brussels, xxx July 2019 – SHARE NOW, the free-floating carsharing service in Brussels formerly known as DriveNow, celebrates the fact that it launched its services - and its free-floating concept as a whole - in Brussels three years ago. On this anniversary, SHARE NOW looks back on the past three years and shares some key numbers regarding its car use.

Almost 1,000 drives a day

Today, SHARE NOW's Brussels customers together make around 1000 trips a day on average and have driven around 6.6 million kilometres since DriveNow launched in Brussels three years ago. Moreover, the customer base of the carsharing provider increased by 30% compared to last year. "We see that more and more Brussels habitants start using our free-floating carsharing service. A recent survey among our own users has confirmed that carsharing helps people to get rid of their private car. This has been confirmed by a wide array of international studies*. 12 percent of the 1,901 people that have completed the survey have gotten rid of their own car since they became a SHARE NOW user. And less private cars leads to a more livable city for all, and that is what we strive for," explains Julien Vandichel, Sales and Business Development Manager SHARE NOW Brussels.

Most visited places in Ixelles

Based on SHARE NOW's data, the use of their cars peaks at about 9 – 10 am and 7 – 8 pm. Saturdays are still the most popular free-floating days when people use the cars to go shopping and to visit friends and family. SHARE NOW's record drive in one day is 1,473 trips.

SHARE NOW's customers use the cars to go everywhere in the city, but the most visited areas are situated around Chatelain and Flagey, popular areas in Ixelles to live and go out. Also, Brussels Airport is frequently visited by SHARE NOW customers.

Recap of the first three years

Beginning of July 2016, Belgium was introduced to free-floating, a whole new carsharing concept in our country. This enabled Brussels' citizens and visitors to pick up a car at walking distance and drop it off anywhere within the DriveNow area when they were done driving. DriveNow planned this launch very carefully with the Brussels' authorities, paving the way for future, other free-floating companies. Today, the SHARE NOW fleet consists of 310 vehicles, including 20 MINI Cabrios and 10 electric BMW i3s, which are spread over a 65 square kilometres wide area. In the beginning of 2017, the car sharing provider expanded its business area with Brussels Airport, followed by the Heysel Plateau in July 2017. Since April 2018, users can also pick up and leave their cars at NATO headquarters and [an additional part in the northwest of Brussels](#). Recently, SHARE NOW, the former DriveNow, included in [its business](#)

¹ The first step of the implementation of the two merged services (DriveNow and car2go) are the co-branded stickers on the DriveNow cars. DriveNow is currently adding all the SHARE NOW stickers on the DriveNow cars in the city.

[area](#) the public Stockel Square Interparking in Woluwe, the parking located right in the beating heart of Stockel.

“We’re only at the beginning”

“We are very happy with where SHARE NOW stands today and we’re still only at the beginning”, Julien Vandichel concludes. “With the recent merger in February 2019, where DriveNow and car2go joined forces to become the biggest free-floating car sharing provider world-wide, we joined our expertise and resources to further continue the growth of SHARE NOW in the future. Our mission is to convince even more people living in Brussels to opt for our flexible mobility service and therefore help building a more sustainable city.”

(*) Various independent international studies, like [this one](#), have shown that for each additional shared car in the city, three to eleven private cars disappear. For a more complete overview of these studies, please contact LVTPR.

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 31 major cities globally with over 20,000 vehicles, of which 3,200 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 14 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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