



MINI CORPORATE COMMUNICATIONS

Media information

10. May 2018

MINI launches peer-to-peer car sharing trail in Spain.

Innovative trial launched in Madrid: MINI Sharing allows MINI owners in Spain to make their vehicles available to friends, family or colleagues via app.

Madrid. It's widely known that a MINI offers drivers an unrivaled exhilarating go-kart feel, transforming even the most mundane journey into something much more fun. For the first time, MINI is launching a new service to enable MINI owners to share this unmistakable experience with friends, acquaintances and family. With the new MINI Sharing app, MINI owners can grant friends, family members or colleagues permission to open and start their vehicle via a smartphone. As part of a pilot project in the Spanish capital, this personal form of car sharing is now being tested under everyday conditions.

The peer-to-peer sharing trial is designed for a fleet of up to 500 vehicles. Owners of current MINI models produced since March 2018 will be invited to participate, and their vehicle will be equipped or retrofitted with a MINI Sharing Module that enables access and engine start via smartphone.

The trial in Madrid will provide important insights for the global expansion of the MINI brand's sharing economy activities. The BMW Group has identified digital mobility services as one of the future fields to advance as part of NUMBER ONE> NEXT strategy. With its increased commitment to the D-ACES (Design, Autonomous, Connected, Electrified and Services) topics, the company is playing a leading role in shaping mobility of the future. "MINI drivers are always ahead of their time, just like their groundbreaking and modern vehicles," says Sebastian Mackensen, MINI Senior Vice President. "With MINI Sharing, we enable our customers in Spain to participate in the sharing economy. This new technology fits perfectly with our desirable cars and our innovative customer demographic."

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MINI Sharing allows the vehicle owner to share their MINI with up to ten people of their choosing, with the vehicle availability highlighted in the app's inbuilt calendar function. The guest drivers can use the app to make a reservation request from their smartphone with just a few taps. After the owner has granted their consent, the location of the vehicle and pedestrian directions are displayed on their phone. Upon arrival at the vehicle, the smartphone on which the MINI Sharing App is installed becomes the car key. A Bluetooth connection between the smartphone and the MINI makes it possible to open the vehicle doors and start the engine by pressing the start / stop toggle switch.

If desired, the MINI owner can mark specific individuals as VIP users in the MINI Sharing App. These individuals can book the vehicle spontaneously without having to wait for the owner's consent.

After the guest driver completes their journey, the MINI will be parked in an area agreed with the owner and locked via smartphone. The MINI Sharing App generates a report with the travel data required for billing, and the guest driver is presented with the opportunity to transfer a payment to the MINI owner via PayPal. The cost calculation for the MINI Sharing App is based on a flat rate of € 0.30 per kilometer driven.

Insurance cover for each vehicle can be extended easily, with a lump sum for each additional guest driver participating in the MINI Sharing trial. For data protection reasons, the MINI owner can view the location of their vehicle at any time via the MINI Sharing App - with the exception of instances where another passenger is traveling inside the vehicle.

MINI Sharing creates new opportunities to share the MINI experience with friends and family. Once again, MINI is taking on a pioneering and innovative role in further advancing urban mobility. Based on the trial information gathered from the MINI Sharing Community in Madrid, this innovation could go on to conquer additional cities worldwide.

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For further details on official fuel consumption figures, official specific CO₂ emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO₂ emissions and power consumption of new cars", available at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>. Manual CO₂ (PDF - 2.7 MB)

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services.

The BMW Group production network comprises 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action.

The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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