

Media Information  
June 30, 2022

## **New BMW Add-On Mobility app gives BMW and MINI customers priority access to SIXT rental cars with exclusive benefits**

**+++ Additional mobility option plus attractive benefits for BMW Group customers +++ Seamless, digital integration makes for high user convenience +++ Launched in Germany, Belgium and Luxembourg +++**

**Munich.** From June 30, 2022, the new BMW Add-On Mobility app operated by SIXT will be available across Germany, Belgium and Luxembourg, adding yet another digital premium option for BMW and MINI customers from the BMW Group and in cooperation with SIXT. Customers can now rent vehicles directly from SIXT in just a few clicks via the freshly developed app. "The BMW Add-On Mobility app gives our customers access to the exact vehicle they need at any given time, whether that's a convertible for a city trip or an all-wheel drive for the mountains. We've created the perfect complement to your own vehicle – both for everyday use and on vacation," says Jens Thiemer, Senior Vice President Customer and Brand BMW. "Those who drive an electric car in everyday life, for example, can now use the BMW Add-On Mobility app to book a BMW or MINI with an efficient combustion engine for long-distance travel. This way, we support our customers in making the switch to e-mobility and play our part in the mobility transition," adds Marcus Krieg, Head of Mobility and Energy Services at the BMW Group.

### **Exclusive benefits for app users**

Making a booking in the BMW Add-On Mobility app gives users priority access to BMW and MINI vehicles in the SIXT fleet plus attractive extras.

Nico Gabriel, Chief Operating Officer (COO) at Sixt SE, explains: "Thanks to the new BMW Add-On Mobility app, we are increasing the reach of our

mobility services and allowing customers to target their use of our flexible and needs-based mobility solutions with BMW and MINI vehicles. This step solidifies our long-standing partnership with the BMW Group, further expanding our premium positioning."

**Seamless digital product experience**

The BMW Add-On Mobility app will be available across Germany, Belgium and Luxembourg from June 30, with other countries to follow at a later date. Users must have a My BMW or MINI account to use the app, which is operated by SIXT. Accounts can be created free of charge and both apps can direct you to the new BMW Add-On Mobility app. This seamless digital integration means customers at selected SIXT locations can book available rental cars directly in the app and can then pick them up heading straight to their chosen rental without waiting at the counter. They can even unlock their vehicle of choice using the app and start the rental. This add-on service is currently available at selected locations for selected vehicle categories. In a next step, customers will automatically find their usual driver settings in SIXT's BMW and MINI rentals, meaning users feel right at home in their rented BMW or MINI from the moment they get in.

**Expansion of mobility services with an additional premium option**

The BMW Group, as co-owner of the mobility service provider FREE NOW, continues to offer access to the app of the same name, a multi-mobility platform with a diverse range of transport options in urban areas. The new BMW Add-On Mobility app is designed to meet BMW and MINI customers' specific premium rental needs – for even greater sheer driving pleasure.

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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 over 30 production sites all over the world; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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**About SIXT**

Sixt SE with its registered office in Pullach near Munich, is a leading international provider of high-quality mobility services. With its products [SIXT rent](#), [SIXT share](#), [SIXT ride](#) and [SIXT+](#) on the mobility platform ONE the company offers a uniquely integrated premium mobility service across the fields of vehicle and commercial vehicle rental, car sharing, ride hailing and car subscriptions. The products can be booked through the SIXT app, which also integrates the services of its renowned mobility partners. SIXT has a presence in more than 100 countries around the globe. The company stands for consistent customer orientation, a lived culture of innovation with strong technological competence, a high proportion of premium vehicles in the fleet and an attractive price-performance ratio. In 2021 SIXT achieved significant market share gains, which contributed to a record earnings before taxes of EUR 442.2 million and a significant increase in revenues of EUR 2.28 billion – despite the since 2020 ongoing COVID-19 pandemic. In the decade before, from 2009 to 2019, the SIXT Group doubled its revenues. Sixt SE is the parent company of the Group and has been listed on the Frankfurt stock exchange since 1986 (ISIN ordinary share: DE0007231326, ISIN preference share: DE0007231334). <https://about.sixt.com>