

Press Information
25 November 2014

BMW i Ventures announces strategic investment in Zendrive.

- Further Increasing safety and security through innovative mobility services.

New York City, NY. The BMW Group continues adding innovative mobility services under the brand BMW i. The company's venture capital company, BMW i Ventures, is announcing a new investment in Zendrive. Zendrive is a company that uses data and analytics to improve driving. This latest investment will add to the number of BMW investments which currently includes JustPark, Chargepoint, Life360, Chargemaster, and MyCityWay.

"I am delighted that BMW i Ventures is making another strategic investment. This is the first in a series of investment announcements that will be made in the months ahead," says Ulrich Quay, Managing Director of BMW i Ventures, LLC. "Zendrive offers a great addition to our portfolio and advances the BMW Group vision of convenient, safe and efficient mobility. BMW and Zendrive will explore ways to co-operate on innovative, car-related services in order to make the in-car mobility experience even smoother by optimizing commuting and driving patterns for a safer, more convenient ride."

Jonathan Matus, CEO of Zendrive: "As a partner and investor, BMW's guidance is incredibly valuable in our effort to rethink transportation. Their commitment to supporting safe, effective and affordable Mobility Services aligns well with Zendrive's driver analytics tools that will improve transportation for everyone."

About Zendrive

Founded in 2013 and based in San Francisco, CA, Zendrive makes driving better, safer, and more efficient for everyone through improved data and analytics. Using mobile tech and big data, it brings Driver-Centric Analytics to the On Demand driving economy. Zendrive's customers include rideshare companies, valet parking and other service providers. Investors include First Round Capital, BMW i Ventures, and Bill Ford's Fontinalis Partners, as well as

Press information

Datum: 25 November 2014

Thema: BMW i Ventures announces strategic investment in Zendrive.

Seite: 2

founders of Yahoo, PayPal, and GenRe re-insurance. For more information about Zendrive, visit www.zendrive.com.

About BMW i Ventures

The BMW Group created BMW i Ventures – a Corporate Venture Capital Company based in New York City – to make early and mid-stage investments with high potential in the area of Mobility Services. These are services that make mobility smarter, more efficient and more flexible.

BMW i Ventures aims for strategic, long-term partnerships especially in the areas of e-mobility, navigation, parking, car sharing and intermodal mobility solutions. BMW i Ventures is part of the brand BMW i, which is about the design and development of visionary vehicles and mobility services and a new perception of premium guided by sustainability.

If you have any questions, please contact:

Kenn Sparks
Manager, Business Communications
BMW of North America
Phone: +201-307-4467
Mail: Kenn.Sparks@bmwna.com
Internet: www.press.bmwna.com
http://www.bmw-i.com/en_wv/i-ventures/

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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



Press information

Datum: 25 November 2014

Thema: BMW i Ventures announces strategic investment in Zendrive.

Seite: 3

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

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>