

Press Information
4 December 2014

DriveNow launches in London - BMW i3 cars to be introduced to the fleet in 2015.

Carsharing service continues to grow internationally – 25 additional cities planned.

London/ Munich. DriveNow, the carsharing joint venture between the BMW Group and Sixt SE, is launching its flexible carsharing service in London today. Initially, 210 BMW 1 Series and MINI Countryman models will be available for spontaneous hire. DriveNow furthermore intends to add 30 all-electric BMW i3 cars to the London fleet in spring 2015, expanding it to a total of 300 vehicles during the course of next year. The scheme will start off by serving an area around 65 square kilometres (25 sq. miles) in size comprising the boroughs of Islington, Haringey and Hackney, though DriveNow is seeking to extend the area of coverage to neighbouring boroughs before long.

Peter Schwarzenbauer, Member of the Board of Management of BMW AG and responsible for Mobility Services, comments: “DriveNow is already an international success, with more than 360,000 regular customers in Europe and America and we are delighted now to launch it in London, Europe’s largest city. DriveNow gives Londoners instant access to highly desirable cars, perfect for the city, in an innovative and entirely flexible way. This program is part of BMW Group’s strategic response to the growth in urban living and shared ownership. Our aim is to expand it into about 15 more cities in Europe and about 10 in North America in the future.”

Every journey is charged to the exact minute, with each minute of driving in London costing 39 pence. The hourly rate is capped at £20, so that customers save £3.40 per 60-minute hire. Each minute in the reserved park mode costs 19 pence. As in Germany, DriveNow additionally offers saver packages, which allow customers to buy blocks of minutes for as little as 32 pence per minute, as well as blocks of hours. Prices for the hourly packages vary from £35 for three hours, including 40 free miles, to £120 for 24 hours, including 125 free miles. All costs such as fuel, taxes, insurance and parking charges are already included in London as well. The standard one-off registration fee for London will be £29.

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DriveNow is currently available in five cities in Germany – Munich, Berlin, Düsseldorf, Cologne and Hamburg – as well as in the Austrian capital Vienna and in San Francisco, USA. It gives over 360,000 customers access to a fleet of some 3,000 premium BMW and MINI cars in any of these cities.

Further information can be found at <https://uk.drive-now.com>.

About DriveNow

DriveNow is a carsharing joint venture by BMW Group and Sixt SE. Each company holds a 50 percent share of the joint venture. BMW Group contributes the vehicles and the automotive technology to the joint company. Sixt SE, in turn, provides the services, the car rental know-how, the IT systems, and an extensive network of stations for customer registration. The modern mobility concept of DriveNow is currently available in Munich, Berlin, Dusseldorf, Cologne, Hamburg, Vienna, San Francisco and London. In London DriveNow is available across three London boroughs: Islington, Hackney & Haringey. The location-less, booking free service has a fleet of 210 cars in the UK and is enjoyed by more than 360,000 customers globally.

The main customer benefit of DriveNow is the flexible and spontaneous location-independent hiring and returning of vehicles as well as the premium fleet including a wide range of models. DriveNow exclusively uses high-quality premium vehicles of the brands MINI and BMW. Nearly all cars come with at least four seats, a full suite of extras (including parking assistance, automatic AC, heated seats, etc.) and highly efficient engines. With the BMW ActiveE, DriveNow additionally offers a purely electric, emission-free mobility solution in Berlin and Munich. The vehicles are marked with the DriveNow logo and are easily recognisable.



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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 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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