

# BMW Group

## U.S. Press Information

**For Release:** May 25, 2016

**Contact:** Kenn Sparks  
Manager, U.S. Corporate Communications  
BMW of North America, LLC  
(201) 307-4467 / [Kenn.Sparks@bmwna.com](mailto:Kenn.Sparks@bmwna.com)

### BMW i Ventures Announces Strategic Investment in Scoop

**NEW YORK – May 25, 2016...**BMW i Ventures has announced a strategic investment in Scoop Technologies, Inc., creators of the carpooling mobile application “Scoop”. Since launching in August 2015, Scoop commuters have taken more than 40,000 trips, offsetting nearly 500,000 in commute mileage for riders. Originally launched in Pleasanton, CA, Scoop now also operates commute trips into San Francisco, Palo Alto, Sunnyvale and North San Jose.

Scoop partners with major employers, office parks, and local governments to offer employees an affordable and effective transportation solution. The list of employers in the Scoop network includes some of the Bay Area’s largest companies like Cisco, Microsoft, Salesforce, Workday, Airbnb, Tesla, Sandisk and more. Scoop’s partners employ more than 200,000 commuters in the Bay Area.

The Scoop app automatically connects co-workers and neighbors who live in the same neighborhood and travel to the same work area. Commuters select each trip one way at a time and choose whether to ride or drive. Scoop’s algorithm matches them to a carpool with neighbors and co-workers for the most efficient commute.

“Scoop’s carpooling offer is a great help for urban traffic and parking problems in cities, but it also enables employers in finding and supporting sustainable transportation solutions for their employees. Through this investment, BMW Mobility Services and Scoop together could offer a practical carpooling solution to a problem facing cities, starting here in the US.” said Ulrich Quay, Head of BMW i Ventures.”

Company  
BMW of North America, LLC

BMW Group Company

Mailing address  
PO Box 1227  
Westwood, NJ  
07675-1227

Office address  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

Telephone  
(201) 307-4000

Fax  
(201)307-4095

Internet  
[bmwusa.com](http://bmwusa.com)

- more -



“Scoop’s mission is to reduce the impact that traffic has on our lives,” said Rob Sadow, CEO of Scoop. “For most employees, driving to and from work is the most frustrating time of the day -- it’s expensive, unproductive, and stressful. We’ve built an app that allows commuters to enjoy all the benefits of carpooling without the hassle. This financing will enable our team to bring Scoop to more commuters in our area and beyond.”

For more information, visit [www.takescoop.com](http://www.takescoop.com).

### **About BMW i Ventures**

New York-based BMW i Ventures, a corporate venture capital team founded by BMW Group in 2011, provides equity financing to high-potential start-ups and high-growth companies dedicated to shape the future of global mobility. As a strategic investor, i Ventures aims to build strong partnerships with young start-ups with a high potential of making urban mobility smarter, more efficient and more flexible. Collaboration projects intend to create sustainable business value on both sides. Portfolio companies benefit from BMW i Ventures’ long-term experience, strong reach and the broad network of a well-established brand. Through its previous investments in the fields of e-mobility, navigation, parking, car sharing and intermodality, BMW i Ventures has already entered into strategic partnerships with innovative providers such as Zixx, Chargepoint, Life360, Moovit, JustPark, Chargemaster and Zendrive.

### **About Scoop Technologies Inc.**

Scoop Technologies Inc. is a software company based in San Francisco, CA. Scoop brings the best in mobile technology to the lives of commuters and their employers. Scoop helps commuters save time and money, reduce impact on the environment, and create new social connections through easy carpooling.