



Media Contacts: Phil Dilanni
Corporate Communications Manager, BMW of North America
201-651-5660 // phil.dilanni@bmwna.com

Chelsea Asplund // Emma Wilson
GreenRubino, Public Relations for ReachNow
206-452-8172 // 206.452.8167
ChelseaA@GreenRubino.com // EmmaW@GreenRubino.com

ReachNow Car Sharing Celebrates Growing Demand, Adds 150 More Cars and Expands to Southeast Seattle, West Seattle and Magnolia

Seattle, Wash. – June 28, 2016 – Citing strong demand for its premium car sharing service, ReachNow today announced the first expansion of its “Home Area,” just two and a half months since the company launched the service. The Home Area will now include Southeast Seattle, West Seattle and Magnolia. Additionally, in order to have more vehicles available to members throughout the expanded Home Area, ReachNow has added 150 MINI Clubman cars to its Seattle fleet.

“This rapid increase in the size of our fleet and expansion of our Home Area is a true testament to Seattleites’ willingness to embrace new technologies and services as they travel to and through the city,” said ReachNow CEO Steve Banfield. “The community has shown us they’re hungry for mobility options, and, as a result, we’re expanding our services earlier than anticipated, to Southeast Seattle, West Seattle and Magnolia.”

With this first expansion into Southeast Seattle, West Seattle and Magnolia, ReachNow’s Home Area now includes neighborhoods where more than 75% of Seattleites live. The expanded Home Area, where members can start and end trips, now extends to South Orcas Street in Southeast Seattle including Mt. Baker, Columbia City and Beacon Hill, Southwest Alaska Street in West Seattle including Alki, North Admiral and the Junction, and all of the Magnolia neighborhood.

“It’s been exciting to see ReachNow so widely endorsed by Seattle’s residents and even more so that the service is now extending to additional neighborhoods, including Southeast Seattle,” said Seattle City Council President Bruce Harrell. “Solving our city-wide transportation challenges requires creativity, innovation, partnership and a commitment to ensure equal access for all of our communities. We welcome ReachNow as a transportation ally, alongside partners King County Metro and Sound Transit Link Light Rail, as we work to combat these challenges.”



150 MINI Clubman join the expanded ReachNow fleet

In addition to the Home Area expansion, 150 MINI Clubman vehicles have been added to the ReachNow fleet. The Clubmans feature four-doors, expandable 47.9 cubic feet of cargo area, flat-folding rear seats and hallmark split-rear doors which together make the car a perfect choice for weekend getaways, shopping trips and daily adventures. With the addition of the MINI Clubmans, ReachNow's Seattle fleet totals 520 vehicles comprised of the all-wheel-drive BMW 3 Series, the electric BMW i3, the MINI Hardtop two and four door, and the four door MINI Clubman.

For more information on ReachNow, download the app for iPhone from the [App Store](#) and for Android on [Google Play](#), or visit www.reachnow.com.

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About ReachNow

ReachNow is the latest in mobility services from the BMW Group. In addition to providing traditional free-floating car sharing, the service will also offer a chauffeur-driven "ride hailing" service, vehicle delivery valet service, short and long term rentals and peer-to-peer car sharing to members in North America. From its headquarters in Seattle's historic Belltown neighborhood, ReachNow will serve Seattle and additional North American cities by the end of 2016. Consumers can become a member by downloading the ReachNow app for iPhone from the [App Store](#) and for Android on [Google Play](#). More information can be found at www.reachnow.com.

BMW Group in America

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