

BMW Group

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BMW i Ventures Announces Strategic Investment in Rever Moto, Inc.

New York, NY – July 18, 2016... BMW i Ventures has announced a strategic investment in Rever Moto, Inc., a motorcycle-focused mobile and technology company who aims to bring big data to the motorcycle industry.

Since launching in 2015, Rever users have tracked millions of miles on motorcycle rides in 119 countries around the world. The free Rever app, available on iOS and Android, works in conjunction with the Rever website to help riders discover the world's best roads, create custom routes, track epic rides, compete for bragging rights and share their riding experiences across social platforms.

"We see Rever as one of the distinct players in the future of motorcycling as a connected experience and are excited to be part of further developing its future. BMW Motorcycle customers will be able to use the latest technology to enhance their rides and to share their passion for riding." said Ulrich Quay, Head of BMW i Ventures.

"We are really excited to work with BMW i Ventures not only because we received the necessary capital to scale but because just like us, they are committed to changing the way people experience transportation. Their incredible network of talent and resources is also crucial to helping Rever become a household name among motorcycle riders" said Mark Roebke and Justin Bradshaw, Co-Founders of Rever.

About Rever

Rever connects a global community of motorcycle enthusiasts through the free Rever app and website to discover the best places to ride, track their activities, navigate and share their motorcycling experiences. Premium memberships on Rever include additional features such as exclusive access to Butler Maps' road recommendations, custom safety alerts and more. Rever is based in Eagle, Colorado and was founded in 2015 by motorcycle industry and technology veterans. For more information visit **www.rever.co**.

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About BMW iVentures

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.