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ReachNow Car Sharing Officially Launches in Portland, OR *Mobility Company Brings BMW and MINI Car Sharing to Stumptown*

Seattle, Wash. (September 19, 2016) – Portlanders have a new way to get around town with today's official launch of ReachNow car sharing. ReachNow provides members with convenient and easy access to a fleet of new BMW and MINI vehicles perfect for trips around town, evenings out and weekend getaways. To celebrate ReachNow's second city, lifetime membership is free for a limited time, with drive time charged at an introductory rate of \$0.41 per minute.

"The city of Portland has long been ahead of the innovation curve, especially when it comes to transportation and technology, and we believe ReachNow aligns perfectly with the city's commitment to innovative mobility solutions," said Steve Banfield, CEO of ReachNow. "We're excited to expand our car sharing service in Portland, OR, helping members easily move across the city with our premium fleet powering a seamless experience."

The registration process via ReachNow's app takes fewer than two minutes and provides instant membership to qualified drivers. All that's needed is a smart phone, driver's license and credit or debit card. Once registered, members can immediately use the ReachNow app to reserve a car near them before picking it up, driving and then ending their trip within the "Home Area." Members can park the car in any legal parking space on the street, including for free at meters and within residential permit zones.

ReachNow's initial Portland fleet of 260 vehicles includes the BMW 3 Series, MINI Clubman and two-door MINI hardtop. The initial [Home Area](#) will range from Columbia Blvd. in the north, 72nd Ave. to the east, Woodstock Blvd. and Sellwood Moreland to the south and Goose Hollow and the Northwest District to the west.

ReachNow already has plans to add to the Portland fleet with a mix of electric BMW i3 cars and X1 *Sports Activity Vehicles* later this year. At that time, the Home Area will also expand to serve more of the city.



“With our green city credentials and a culture of early adoption, Portland is a natural location for ReachNow to launch its car sharing services,” said Portland Mayor Charlie Hales. “ReachNow and its partners will bring more than two dozen jobs here right from the start, and we’ll work together to foster workforce connections that promote hiring diversity and create more jobs for Portlanders.”

ReachNow’s affordable pricing is pay per use with no annual or monthly membership fees. Currently, Portlanders can sign up for a ReachNow lifetime membership free of charge, with drive time charged at an introductory rate of \$0.41 per minute. Following this promotional period, lifetime membership will cost \$39 and drive time will be charged at \$0.49 per minute, while parked time will remain consistent at a lower rate of \$0.30 per minute. All prices are inclusive of insurance, fuel and parking at public meters on the street within the designated Home Area, plus taxes and fees.

Exclusive Member Concert Featuring Local Band YACHT– Friday, September 23

To celebrate the Portland, OR launch, ReachNow is hosting an exclusive member celebration at Left Bank Annex (101 N. Weidler St.) on Friday, September 23 from 5:30 – 10:00 p.m.

Headlined by a performance from hometown band [YACHT](#), the event will also feature music from Portland favorite DJ E*Rock and a live art installation from local graffiti artist Hunter Armstrong. Guests can enjoy local beers and wines, signature cocktails and food truck fare from Bunk Sandwiches, Home Plate Sliders, Koi Fusion and The Whole Bowl, plus fun games like corn hole, ping pong, foosball and giant Jenga.

Space is limited and open only to Portland ReachNow members, who can reserve their spot at reachnow.eventbrite.com. ReachNow will be randomly placing tickets in vehicles during launch week, so members who sign-up and drive September 19–22 may find a special ticket in their car! There will be limited room for walk-in guests at the event on a first-come basis.

ReachNow currently serves Seattle and Portland and plans to expand to additional cities in North America over the next 12 months.

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 also plans to 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, ReachNow currently serves Seattle and Portland, and will expand to 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.

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