

Media Contacts: Phil Dilanni
Corporate Communications Manager, BMW of North America
201-571-5660
phil.dilanni@bmwna.com

ReachNow Bolsters Executive Team with Appointments of Chief Customer Officer and Head of Marketing

*Global mobility leader and senior marketing professional to enhance
ReachNow's member experience and drive accelerated growth*

Seattle, Wash. – November 10, 2016 – [ReachNow](#), the car sharing and mobility services company from BMW Group, today announced the appointment of Simon Broesamle as Chief Customer Officer (CCO) and Leigh McMillan as the Head of Marketing.

In his new role, Broesamle will oversee product management, market expansion, technology, and marketing with the clear vision of providing a superior member experience. McMillan will focus on brand building, communications and membership growth.

“Simon and Leigh bring a wealth of experience in innovative mobility solutions and consumer services along with proven track records scaling consumer businesses. Their experience will add tremendous value to the ReachNow team and our member services,” said Steve Banfield, CEO of ReachNow.

“I am excited to join the progressive executive team at ReachNow and to ensure the delivery of the company's transformative mobility services across North America,” said Broesamle. “At our core, ReachNow has a deep commitment to exceeding member expectations and I am convinced that our entrepreneurial team has the right customer-centric spirit to accomplish that.”

Prior to joining ReachNow, Broesamle served as BMW Group's Global Head of Market Development for On-Demand Mobility. In that role Broesamle led the initial ReachNow launch in April and the implementation of new mobility services worldwide. He also served in product management in 360 Electric, a division at BMW Group focused on the development of consumer product offerings that reduce the barriers in purchasing electric vehicles. Broesamle holds a Ph.D. in leadership and marketing from the University of St. Gallen in Switzerland. Broesamle succeeds outgoing CCO, Sandra Phillips, who will continue to work with ReachNow in advisory capacity through [movmi](#), the Vancouver, B.C.-based shared mobility consulting agency she founded in 2014.

A 20-year marketing veteran, McMillan will oversee the marketing, communications, research, and analytics operations. Prior to joining ReachNow, McMillan served as Chief Marketing Officer at Avvo, a Seattle-based online legal services marketplace. During her tenure at Avvo, McMillan was instrumental in growing the consumer and attorney customer bases and establishing the company as the leading online legal services brand.

“Since launching in April, ReachNow has been embraced by thousands of enthusiastic members in Seattle and Portland,” said McMillan. I'm looking forward to building on this momentum as we



continue to expand our areas of operations in North America and ready for the launch of several new and innovative mobility services.”

Both Broesamle and McMillan will be based out of the company’s Seattle headquarters.

#

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.

BMW Group in America

BMW of North America, LLC has been present in the United States since 1975 and has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars. The BMW Group’s headquarters for North America is located in Woodcliff Lake, New Jersey.