



NOTE: UNDER EMBARGO UNTIL TUESDAY, NOV. 15, 2016 AT 9:50 AM PACIFIC

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ReachNow, BMW Group's Car Sharing Service, Expands to Brooklyn, Launches Pilot Programs for New Mobility Services.

RideSharing, Scheduled Rental Reservations with Delivery, Peer-to-Peer Car Sharing, and Station-Based Residential Fleets Are Among the New Mobility Services Offered by ReachNow.

Los Angeles – Nov. 15, 2016... During a press conference at the Los Angeles Auto Show's Automobility LA, [ReachNow](#), BMW Group's free-floating premium car sharing service, announced its latest city expansion into Brooklyn, NY and debuted four new [mobility services](#): Ride, Reserve, Share, and Fleet Solutions for residential buildings. Continuing its rapid growth Brooklyn, NY becomes ReachNow's third North American city and marks the company's first expansion beyond the West Coast of the United States.

Mobility At Your Fingertips.

ReachNow builds on its premium experience by offering members greater versatility through an array of convenient and easy-to-use transportation solutions, available in a single app for the first time. ReachNow has created an unprecedented mobility services ecosystem by including transportation options to meet every individual lifestyle and need. The four mobility services that will launch as pilots in select cities over the next month include:

- **Ride:** ReachNow members seeking an on-demand ride service can order a driver as well as schedule individual and recurring rides in a ReachNow BMW vehicle. ReachNow's Ride on-demand service will launch as a pilot program in Seattle on Dec. 8, 2016. As the initial test phase continues, ReachNow will expand the Ride service with additional features, including the ability to personalize the vehicle, with temperature and music preferences as well as a "do not disturb" for members who wish to have a more restful experience, and a loyalty program to earn ride credits for use across all ReachNow services. The ReachNow Ride scheduling feature will be widely available to members in early 2017. Members can request to join the pilot program by emailing ride@reachnow.com.



- **Fleet Solutions:** ReachNow Fleet Solutions will offer residential members an unparalleled level of convenience with exclusive use of BMW i3 electric vehicles and BMW 3 Series that remain onsite at select apartment and condominium buildings or complexes. ReachNow Fleet Solutions for residential buildings will begin at The Solaire, a LEED® Gold Certified building, in Manhattan’s Battery Park City neighborhood on Dec. 8, 2016. Residents of The Solaire can inquire with building management. Property Managers interested in learning more about ReachNow Fleet Solutions can email fleetsolutions@reachnow.com.
- **Share:** MINI owners of 2016 or 2017 model year vehicles are invited to join the ReachNow Share pilot program in Seattle. Share enables MINI owners to rent their vehicles via ReachNow when they don’t need access to it, helping to offset the cost of car ownership. Vehicles can be rented for a minimum of two days. ReachNow Share service will begin in Seattle on Dec. 15, 2016. Members can contact share@reachnow.com or see their sales or service advisor at Seattle MINI to determine eligibility for participation.
- **Reserve:** Beginning in October ReachNow members who wanted to use the vehicles for longer trips of 2 to 5 days could select a vehicle via the ReachNow app and see multi-day price caps automatically applied. To make longer usage even more convenient, ReachNow Reserve will enable members to schedule a vehicle to be delivered at their preferred time and location. This expanded ReachNow Reserve service will begin in Seattle in early 2017. Members can request to join the pilot program by emailing reserve@reachnow.com. More information will be provided closer to the Reserve service launch.

“When we first launched the ReachNow service in April, we discussed plans for several mobility services that would make our more than 32,000 members’ lives easier and more convenient. Today, just under eight months and more than 1.2million member miles later, we are delivering on those plans and continuing to build upon the successes of ReachNow by offering Ride, Share, Reserve, and Fleet Solutions within one ReachNow app, a first for the industry,” said Steve Banfield, ReachNow CEO. “With three of these new services rolling out in our home headquarters city of Seattle and one in our newest ReachNow location in Brooklyn, we expect ReachNow will continue to grow rapidly as a welcomed addition to one of the biggest and most diverse cities in the world.”

ReachNow selected Brooklyn as its first East Coast market because of its vibrant culture and residents’ progressive and environmentally-conscious values. ReachNow will serve as an extension to New York City’s subways and buses, offering additional flexibility to meet residents’ every need, see reachnow.com/Brooklyn for more details.

How ReachNow Works.

ReachNow is designed to provide drivers with an experience that is as convenient as owning a car. The user experience is premium and affordable, with fast mobile registration and an almost instant approval process – often in two minutes or less – a first for any car sharing service. The initial fleet of 250 vehicles in Brooklyn includes the BMW 3 Series and the MINI Clubman. There are also nearly



800 vehicles in Seattle and Portland combined, including the electric BMW i3, BMW 3 Series, MINI Cooper and MINI Clubman, with plans for fleet expansion. Membership gives drivers access to any available vehicle in any fleet in any city.

ReachNow members can locate and book the closest available car in the ReachNow app or find a ReachNow car on the street. Cars can be returned to any legal parking space on the street within the city's designated Home Area. The Brooklyn Home Area spans north to Greenpoint and Williamsburg, south to Sunset Park, and east to include portions of Borough Park, Crown Heights, Bedford-Stuyvesant, and Bushwick. ReachNow's first East Coast office will also be located in Brooklyn, NY.

ReachNow free-floating car sharing vehicles are typically charged at a standard rate of \$0.49 (cents) for each minute the vehicle is used, and \$0.30 (cents) per minute while parked, with a one-time lifetime registration fee of \$39. For a limited time as part of an introductory offer, ReachNow will charge just \$0.41 (cents) for each minute the vehicle is used and registration is free of charge. All prices are inclusive of insurance, fuel and parking at public meters (applicable to Seattle and Portland) on the street within the designated Home Area, plus taxes and fees. ReachNow automatically caps pricing at multiple different tiers: \$50 for up to 3 hours, \$80 for up to 12 hours, and \$110 for up to 24 hours. As part of the Reserve service that will launch in early 2017, ReachNow has added price caps for trips lasting 2-5 days: \$180 for up to 48 hours, \$250 for up to 72 hours, \$300 for up to 96 hours, and \$350 for up to 120 hours.

ReachNow is available via the [App Store](#) and on [Google Play](#). The new ReachNow mobility services will be combined into a single app for testers only. Following the initial test phase, ReachNow will expand the pilot program to current members in the local market.

ReachNow is one example of the BMW Group's continuing commitment to the development and expansion of sustainable urban mobility solutions.

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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 Seattle, WA headquarters, ReachNow now serves Seattle, Portland, OR. and Brooklyn, NY, with additional North American cities opening in 2017. Anyone can register for ReachNow by downloading the free 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.
Journalist note: Information about BMW and its products in the USA is available at www.bmwusanews.com.

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