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BMW Group and the Albanese Organization Launch ReachNow at the Solaire

*Residents at NYC's Premier LEED Platinum High-Rise Gain
Exclusive Access to BMW i3 Electric Vehicles*

NEW YORK (December 8, 2016) – Public officials, environmental advocates, local residents and automotive enthusiasts gathered today at [the Solaire](#) in Battery Park City for the launch of [ReachNow](#), the BMW Group's premium cars-sharing service. The Albanese Organization is the first real estate developer in North America to offer the ReachNow service as an exclusive amenity for its residents. The Solaire is a 27-story residential tower, located at 20 River Terrace, developed by the Albanese Organization and Northwestern Mutual. The rental building was the first residential high-rise in America to achieve LEED Gold Certification upon its completion in 2003 and is now LEED Platinum Certified for Existing Buildings.

The two-hour event showcased the fleet of electric BMW i3 and BMW 3 Series vehicles that are now available to 700 residents through the [ReachNow app](#). Key stakeholders in the partnership, including Russell Matthews, Principal and Executive Vice President of the Albanese Organization, and Steve Banfield, CEO of ReachNow, delivered remarks as part of the launch ceremony. Shari Hyman, President and Chief Operating Officer of Battery Park City, and Keith Kerman, Chief Fleet Officer for the City of New York and Deputy Commissioner, NYC Department of Citywide Administrative Services, also spoke about the partnership and conveyed their support.

"The Albanese Organization is dedicated to curating healthy, high-end lifestyles for the tenants of our properties across New York. The ReachNow program provides an added amenity to Solaire residents that promotes green living and accentuates a luxury lifestyle," said Russell Albanese, Chairman of the Albanese Organization. "As the first developer to partner with ReachNow, we're able to continue pioneering green living by enabling residents to be sustainable in their day-to-day travels outside of their environmentally friendly homes. Our hope is that this partnership will also inspire other developers to offer the ReachNow service and electric vehicles at their properties to help make urban living, especially in New York City, more sustainable."

"With the addition of ReachNow at the Solaire, we further extend our commitment to providing premium urban mobility solutions for all drivers. Solaire residents gain exclusive access to a dedicated fleet of BMW i3 electric vehicles and BMW 3 Series vehicles for an unparalleled level of convenience," said Steve Banfield, CEO of ReachNow. "Our partnership with the Albanese Organization is an ideal fit as the company embraces the benefits of a sustainable lifestyle. Today's launch at the Solaire marks the first residential building in North America to offer electric vehicle car-sharing by ReachNow as an exclusive green amenity."

Through the ReachNow program, residents receive 24/7 access to an exclusive fleet of BMW vehicles, making it convenient to grab a car for any occasion, whether a short trip across town or a weekend getaway. The service will be available to residents of the Solaire, a LEED Platinum Certified residential building in Battery Park City that was also developed by the Albanese Organization.

The BMW Group plans to expand the ReachNow program to residential and business complexes across the U.S. in 2017.

About ReachNow

ReachNow is the latest in mobility services from the BMW Group. In addition to providing traditional free-floating car sharing, ReachNow will also offer a ride-sharing service, valet service with vehicle delivery, short- and long-term rentals, and peer-to-peer car sharing for MINI owners. From its Seattle, WA headquarters, ReachNow serves more than 35,000 members in Seattle, Portland, OR and Brooklyn, NY, with plans to expand to additional North American cities 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.

About The Albanese Organization

The Albanese Organization is a privately held, full-service real estate firm that has developed more than five million square feet of commercial and residential space in NYC and Long Island. Focused on developing quality, sustainable properties with architectural merit, Albanese completed construction of the Solaire in 2003, achieving the first LEED Gold Certification for a residential high-rise in the United States; the property is now LEED Platinum Certified for Existing Buildings. Continuing to develop industry shaping projects with an emphasis on green living, in 2006 Albanese completed construction of The Verdesian, the first LEED Platinum residential tower in U.S., and opened The Visionaire in 2009, which was America's first LEED Platinum Certified condominium. For more information, please visit www.albaneseorg.com.

About Northwestern Mutual Real Estate

Northwestern Mutual Real Estate is one of the largest real estate investors in the nation, with investments in commercial mortgages and equity investments across all major property types, including apartments, office, retail and industrial. For more information, <https://realestate.northwesternmutual.com>.

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