

BMW Group

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BMW i Ventures Announces Investment in Urgent.ly.

January 23, 2019 (Mountain View, CA) – BMW i Ventures announced today an investment in Urgent.ly, the leading global mobility and roadside assistance platform.

Urgent.ly provides the quickest, safest and most innovative roadside assistance service, products and technology by combining location-based services, real-time data, AI and machine-to-machine communication.

“The old model of roadside assistance must make way for a modern, more digital approach,” said Kasper Sage, Partner, BMW i Ventures. “Urgent.ly will allow OEMs around the world to provide their customers the kind of real-time and connected digital experience they now expect in everything from food delivery to ride-sharing. Urgent.ly enables unparalleled transparency connecting dealerships, OEMs, providers and customers in real time, with actionable data-driven insights to optimize the experience along every step of the way.”

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Urgent.ly’s platform is connected to more than half of all U.S. roadside operators covering over 45,000 connected vehicles. Geo-location of customers and their vehicles means the best-rated and closest providers with the right equipment are algorithmically matched, assigned and dispatched to help the customer. All of these steps, including ETAs, provider tracking, communications and ratings are connected via Urgent.ly’s seamless, end-to-end platform.

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About BMW i Ventures

BMW i Ventures, BMW's EUR 500 Mio million venture capital fund, invests money and resources in startups in the fields of autonomous driving, digital car and automotive cloud, e-mobility, artificial Intelligence and data, industry 4.0, shared and on-demand mobility, customer digital life, and energy services. The firm has already partnered with innovative companies such as Carbon3D, Chargepoint, Claroty, DesktopMetal, Graphcore, JustPark, Life360, Moovit, Nauto, Scoop, Stratim, Tekion, Turo, Xometry and Zendrive. BMW i Ventures invests in all stages from seed and incubation to growth companies.

About Urgent.ly

Urgent.ly's Global Mobility and Roadside Assistance Platform sits at the center of expanding transportation options for consumers, logistics and technology companies. Analysts are projecting travel miles to increase by one third globally by 2030, from new services, vehicles and uses. This means more things moving and more things breaking down. Urgently delivers help through a seamless, end-to-end digital platform, viewable by every stakeholder in real time. This is why Urgent.ly is the first choice of leading global brands trusted by millions of consumers across automotive, insurance, telematics and new technology transportation companies. For more information, visit <http://www.geturgently.com> or contact media @ Urgent.ly.

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