

## Press Release

### **car2go and DriveNow join forces: SHARE NOW to become the biggest free-floating car sharing provider worldwide**

- **SHARE NOW is the world's market leader in flexible car sharing**
- **30 cities, 4 million customers, 20,000 vehicles**
- **Customers benefit from joint car2go and DriveNow fleet**
- **CEO Olivier Reppert: “SHARE NOW has a clear vision: to create sustainable mobility for and with cities – with much less traffic and reduced emissions”**

**Berlin, 28 February 2019** – SHARE NOW is the name of the new free-floating car sharing company that brings car2go and DriveNow together under a single roof. Merging the two services makes SHARE NOW the world's leading provider of free-floating car sharing. A fleet of more than 20,000 vehicles of the BMW, Mercedes-Benz, smart and MINI brands is available in 30 cities in Europe and North America. 4 million customers are already benefiting from a joint fleet: the vehicles of both providers are displayed in both apps from now on. Olivier Reppert, formerly Managing Director of car2go, will head up the joint car sharing company. SHARE NOW is one of five mobility services under the joint venture of the BMW Group and the Daimler AG.

“SHARE NOW has a clear vision: to create sustainable mobility for and with cities – with much less traffic and reduced emissions,” says Reppert. One car sharing vehicle already replaces as many as eight privately owned cars. “Our car sharing improves the quality of life in cities – because we offer a cost-efficient and flexible alternative to owning a car. And we’re still only at the beginning. With the joint expertise and resources of two powerful car sharing services, SHARE NOW will continue to grow in future and convince even more people living in cities to opt for our flexible mobility service,” says Reppert. One central component of the future strategy is electromobility. With four fully electric sites and partially electrically powered fleets in 13 other cities, SHARE NOW is already the biggest provider in the area of free-floating e-Carsharing. A total distance of some 120 million kilometres has been covered to date in approximately 3,200 electric vehicles.

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### **Higher availability, more locations, wider range of models**

Customers are benefiting from the merging of the services in creating SHARE NOW due to the simplified access to a joint fleet: car2go and DriveNow customers can directly choose the vehicles of the other provider using the relevant app. "In Germany, customers will now find more than 7,000 BMW, Mercedes-Benz, MINI and smart models in both the car2go and the DriveNow app. This enables improved availability of vehicles at a glance as well as a larger selection of vehicle models at more locations," says Reppert. In addition, customers of one service can register free of charge with the other sharing provider. In the long term, the aim is to establish a fully integrated service in a single car sharing app. In the months to come, the vehicles will initially bear both brand names, car2go or DriveNow and SHARE NOW. After this transition period, new branding will be introduced for all vehicles.

### **SHARE NOW is part of the mobility joint venture of the BMW Group and the Daimler AG**

SHARE NOW is one of five mobility services under the joint venture of the BMW Group and the Daimler which was officially presented in Berlin on 22 February. Together with the four other mobility companies REACH NOW, CHARGE NOW, PARK NOW and FREE NOW, SHARE NOW will benefit from the top-class technology as well as the resources and experience of the two most renowned automotive companies in the world, yet still operate independently within the joint venture. The common aim is to meet the mobility needs of millions of people. As such, all five mobility services stand for sustainable, connected and future-oriented urban mobility.

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#### **About SHARE NOW**

Rent a car anywhere and anytime - that's SHARE NOW. As the market leader and pioneer of free-floating carsharing, SHARE NOW has over four million members and is represented in 30 major cities globally with over 20,000 vehicles, 3,200 of which are electrically powered. From registration through the rental process, all steps are performed digitally via a smartphone app. SHARE NOW provides a sustainable solution for urban mobility and, as part of a range of mobility options, contributes significantly to reducing vehicular congestion in cities: Each SHARE NOW vehicle replaces up to eight privately-owned cars in urban traffic, and at the same time is used up to six times more frequently. SHARE NOW is the largest provider of electromobile free-floating carshare in the world with four European cities operating with 100 percent fully electric fleets and 13 additional cities operating with partial electric fleets. Today, SHARE NOW is present in Europe and North America with BMW, Mercedes-Benz, MINI and smart vehicles and continues to expand its market leadership in free-floating carsharing. SHARE NOW is one of five mobility services under the joint venture of the BMW Group and the Daimler AG, founded in 2019. The company is headquartered in the German capital Berlin.

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