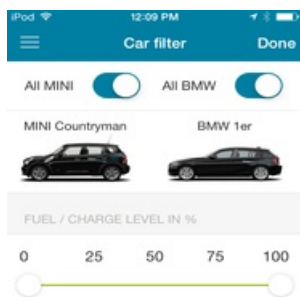


MOBILE

BMW partners with Moovit to extend mobility platform

February 4, 2016



BMW DriveNow app in London

By FORREST CARDAMENIS

German automaker BMW is partnering with mobile application Moovit to bring its ride-sharing service to a larger audience.

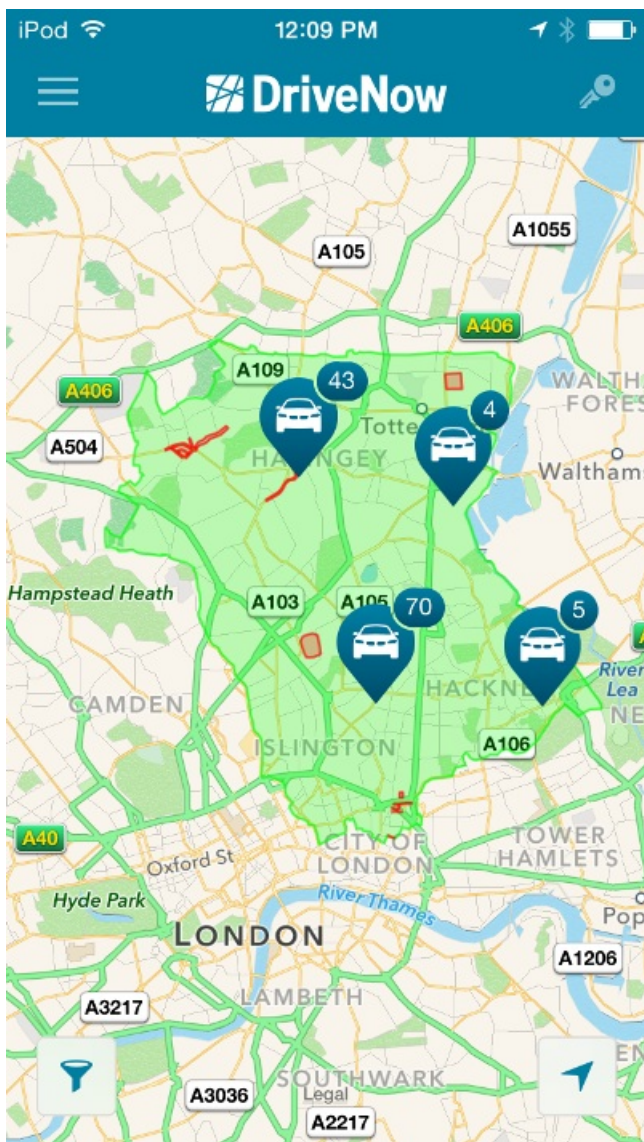
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The DriveNow app launched in London in late December 2014 ([see story](#)) but has since expanded to Stockholm and Copenhagen, Denmark, as well as a number of cities in Germany, BMW's home country. Partnering with another app will expand BMW's reach and emphasize its environmental awareness to like-minded consumers.

"DriveNow's on-demand car sharing service was always designed to provide city dwellers with another flexible way of getting around, sitting alongside things like public transport, taxis and Boris Bikes rather than replacing them," said Joseph Seal Driver, director of DriveNow UK. "By partnering with Moovit and integrating DriveNow's fleet of 290 cars into the app, we're now helping people to compare every transport option in London at the click of the button."

DriveNow

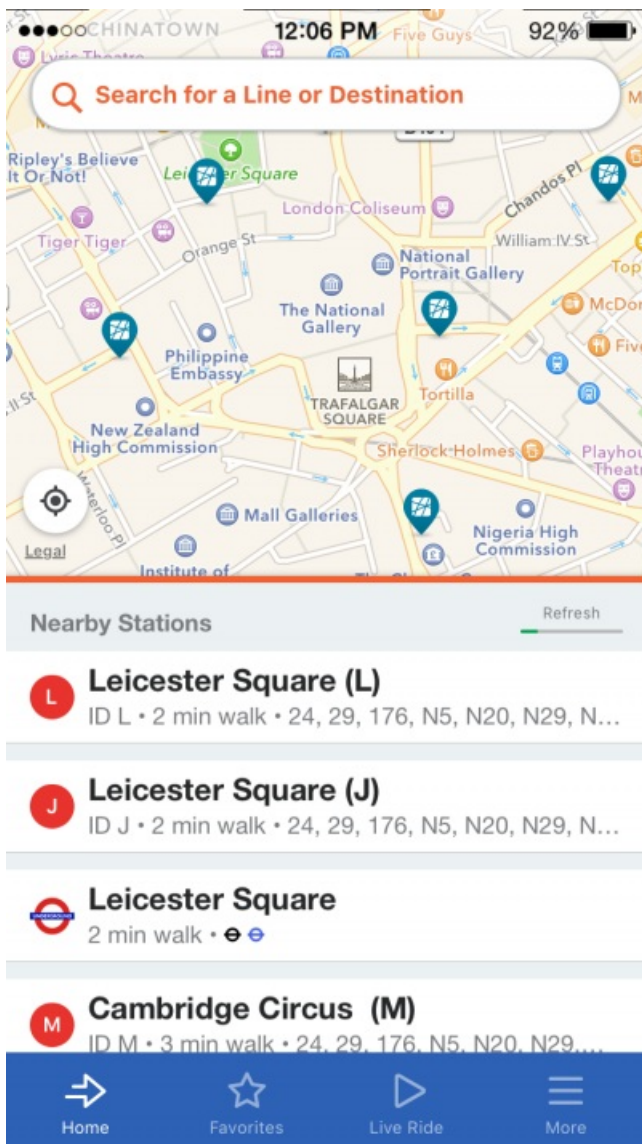
As the effects of climate change make themselves visible and scientists warn of future damages, the socially minded consumer has looked for ways to minimize her carbon footprint. Because of the impact of automobiles on the environment, ride-sharing services have emerged as a popular way of combating climate change.



BMW DriveNow

The ride-sharing consumer skews young, so automobile purchase rates have consequently dropped among millennials. As such, automakers hoping to appeal to recent and upcoming luxury consumers have invested in mobility services and electric vehicles with the hopes of attracting young consumers.

With the partnership, Moovit users will be able to rent a car when they need one in accordance with the "pick up anywhere, drop off anywhere" slogan. A map will show all the DriveNow vehicles in the area, which consumers can rent for as long as they wish, with billing by the minute.

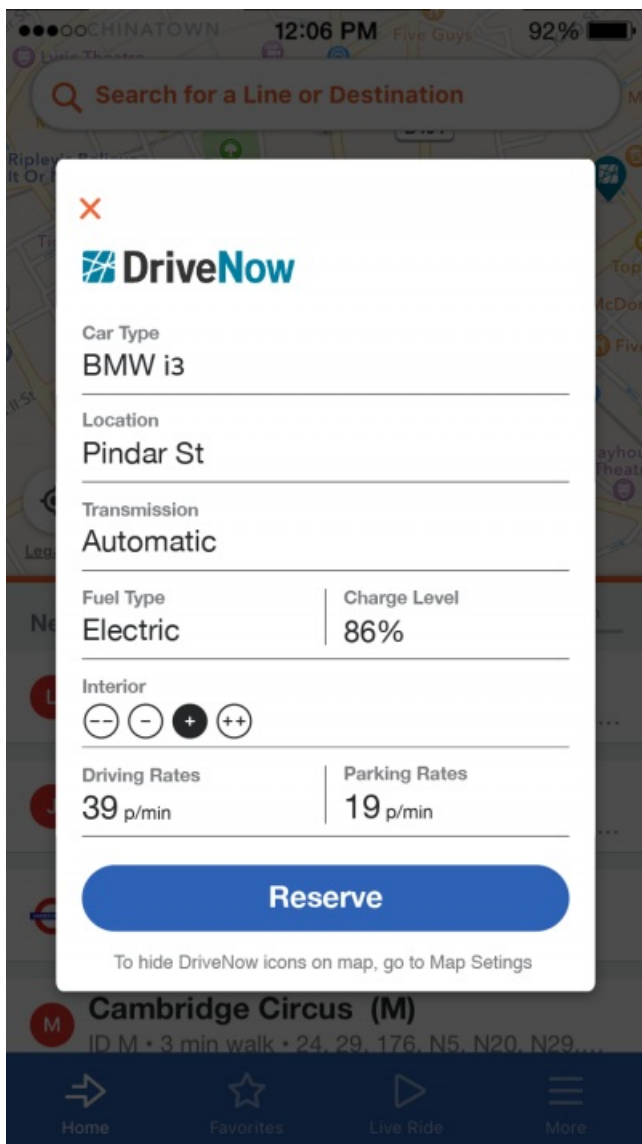


Moovit app

Also included within the app are options of finding and renting bicycles, as well as tracking trains and buses.

Moovit operates in 800 cities and more than 60 countries, providing BMW with an enormous platform for expansion. At present, most automotive brands have localized mobility sharing available in a small number of cities. This partnership could help BMW get out in front and show that automakers can be major players in the mobility service market.

BMW was an investor in Moovit's most recent round of funding. The new relationship thus builds upon the existing sign of faith and helps position BMW as an environmentally-friendly option among other automakers.



DriveNow on Moovit app

Both parties stress that they aim to add to rather than replace existing public transportation options by offering seamless integration and allowing consumers to make the choice that fits them in the moment. That Moovit riders use on-demand mobility services at least five times a week despite 29 percent already having access to a household car speaks to the level of travel flexibility the consumer craves.

Mobility madness

Numerous automakers have entered the ride-sharing and mobility service market.

For example, German automaker Mercedes-Benz is also looking to the future with an on-demand ride-sharing service.

The service has been offered in conjunction with mobility service Via and launched this past December in Orange County, CA, whereas ride-sharing services generally concentrate on urban areas. The initiative fits in with Mercedes' ongoing strategy of staying at the forefront of technological innovation and environmental consciousness ([see story](#)).

In another instance, German automaker Audi is expanding its boundaries with a new mobility service.

"Audi At Home" allows a resident of LUMINA condominiums in San Francisco and Four Seasons Residences in Miami reserve and drive a vehicle from Audi's line at her convenience. The initiative shows that Audi is a mobility service brand in addition to an automaker ([see story](#)).

Also these efforts are all locally based for the moment, it follows that success in initial markets will lead to expansion.

"We are very excited about the integration of DriveNow and Moovit," said Ulrich Quay, managing director of BMW iVentures. "Both BMW and Moovit are aiming to develop smart urban mobility solutions for our cities and we are

happy to continue to work together towards this common goal."

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