VISION
We are Number ONE.
We inspire people on the move:
We shape tomorrow’s individual premium mobility.
TAILOR-MADE, REGIONAL APPROACHES IN EXPANDING MOBILITY AND DIGITAL SERVICES.

We offer the most attractive services.

- Car Sharing
- Ride Sharing
- Parking / Charging
- Digital Services
MAJOR TRENDS AND NEW TECHNOLOGICAL POSSIBILITIES ARE CHANGING THE RULES OF THE GAME.
MOBILITY AS A PRODUCT – AND AS A SERVICE. SERVING DIFFERENT CUSTOMER NEEDS.

Customer requires mobility …

... as a product

... and as a service.
ACHIEVEMENTS TO DATE.
STATUS OF THE NOW SERVICE FAMILY.

The premium and flexible (e)CarSharing attracting young & modern target groups.

The first premium on- and offstreet parking service.

The extensive network for the convenient charging of electric cars worldwide.

CarSharing 2.0 with additional features in the USA.

Selection of current BMW i Ventures investments.

Center of Competence Urban Mobility: Establishing a Multi–Stakeholder Dialogue.
DRIVE NOW.
PREMIUM, FREE FLOATING CAR SHARING SERVICE FROM BMW GROUP & SIXT.

650,000+ customers in 9 cities

DriveNow Customers are BMW Group’s youngest & most modern target group

4,200+ cars
DRIVE NOW IN COPENHAGEN.
400 BMW i3, OPERATED BY ARRIVA.

DriveNow Customers are BMW Group’s youngest & most modern target group

4,200+ cars
Fully electric CarSharing fleet integrated in public transport

First franchise model
Operated by third party Arriva and embraced by the city
„THE DRIVE NOW EFFECT“. FROM A NICHE PRODUCT INTO A SERIOUS MOBILITY SOLUTION FOR URBAN TRAVELERS.

We have turned CarSharing from a niche product into a serious mobility solution for urban travelers.

Our member-base has grown significantly ever since we launched our service in 2011.

Market Entry DriveNow

Station-Based Carsharing Customers Germany

Free-Floating Carsharing Customers (incl. DriveNow)

BMW Group Mobility Services, June 23rd 2016
### DRIVE NOW MARKET COVERAGE.
### FURTHER EXPANSION IS PLANNED FOR 2016.

<table>
<thead>
<tr>
<th>City</th>
<th>Country</th>
<th>Launch</th>
<th>Vehicles</th>
<th>Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUNICH, DE</td>
<td>DE</td>
<td>06/2011</td>
<td>450</td>
<td>124,000+</td>
</tr>
<tr>
<td>BERLIN, DE</td>
<td>DE</td>
<td>09/2011</td>
<td>1,000</td>
<td>170,000+</td>
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<tr>
<td>DÜSSELDORF, DE</td>
<td>DE</td>
<td>01/2012</td>
<td>200</td>
<td>43,000+</td>
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<tr>
<td>COLOGNE, DE</td>
<td>DE</td>
<td>10/2012</td>
<td>300</td>
<td>62,000+</td>
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<tr>
<td>HAMBURG, DE</td>
<td>DE</td>
<td>11/2013</td>
<td>500</td>
<td>87,000+</td>
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<tr>
<td>VIENNA, AT</td>
<td>AT</td>
<td>10/2014</td>
<td>470</td>
<td>51,000+</td>
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<tr>
<td>LONDON, UK</td>
<td>UK</td>
<td>12/2014</td>
<td>270</td>
<td>16,000+</td>
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<tr>
<td>COPENHAGEN, DK</td>
<td>DK</td>
<td>09/2015</td>
<td>400</td>
<td>25,000+</td>
</tr>
<tr>
<td>STOCKHOLM, SE</td>
<td>SE</td>
<td>10/2015</td>
<td>260</td>
<td>5,000+</td>
</tr>
</tbody>
</table>
REACH NOW.
CAR SHARING WITH 5 ADDITIONAL FEATURES IN THE USA.

Vehicle Delivery Service

Chauffeur Service – Car with driver

Renting out your own car via ReachNow

Long period use of vehicles

CarSharing for closed user groups
CHARGE NOW.
THE BMW i SERVICE THAT MAKES CHARGING CONVENIENT AND EASY.

40,000+ charging points in 25 countries
PARK NOW.
OFFERING PREMIUM ON- AND OFF-STREET PARKING SERVICES.

Launch in March 2016 in Austria & Germany

Time & cost efficient

600+ cities*

On- and off-street parking
CENTER OF COMPETENCE URBAN MOBILITY: IMPLEMENTING SUSTAINABLE URBAN MOBILITY – TOGETHER WITH ALL STAKEHOLDERS.
BMW i VENTURES – FACTS & FIGURES.

70 mio. people use the apps created by our portfolio companies.

14 Investments in 12 companies.

The BMW portfolio helps per month 10 mio. people to move within a city.
THANK YOU!