

BMW GROUP MOBILITY SERVICES.

SHAPING URBAN MOBILITY - TOGETHER.



Just Park



Zirx



DriveNow

AlphaCity

AlphaCity



RideCell



ChargeNow



ParkNow



ChargePoint



Zendrive



ReachNow



Life360



Moovit

Viola Spengler
Mobility Services



**NUMBER ONE > NEXT
VISION.**

STRATEGY
NUMBER ONE  **NEXT**



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.

STRATEGY
NUMBER ONE  **NEXT**

CUSTOMER EXPERIENCE & 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.



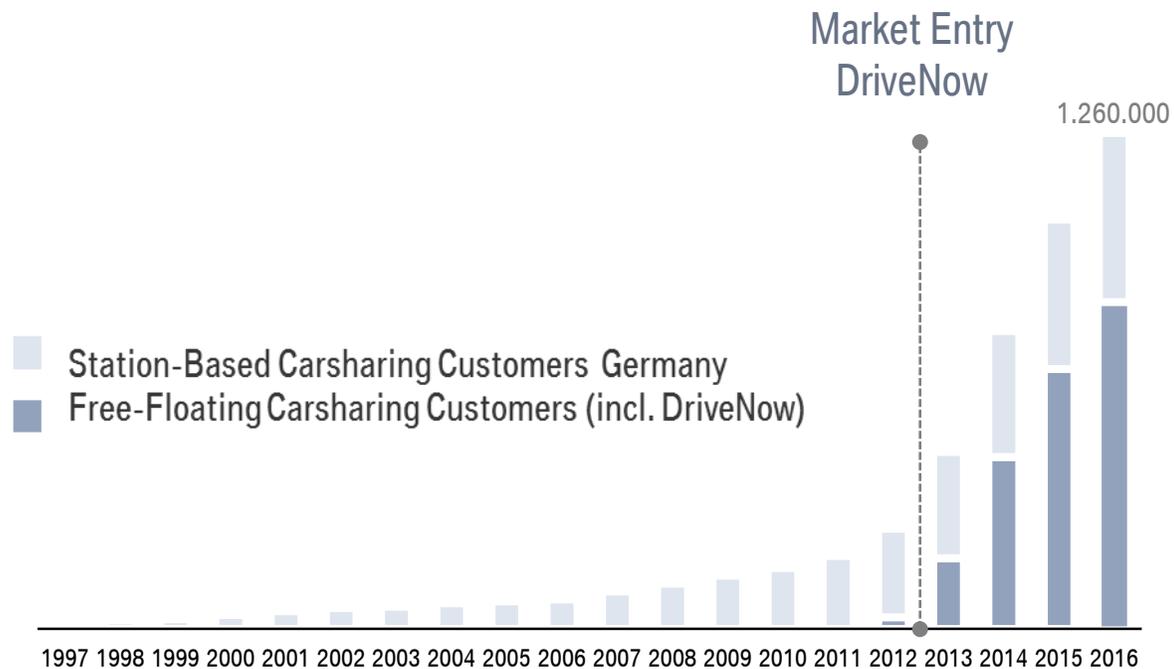
First franchise
model

Fully electric CarSharing fleet integrated in
public transport

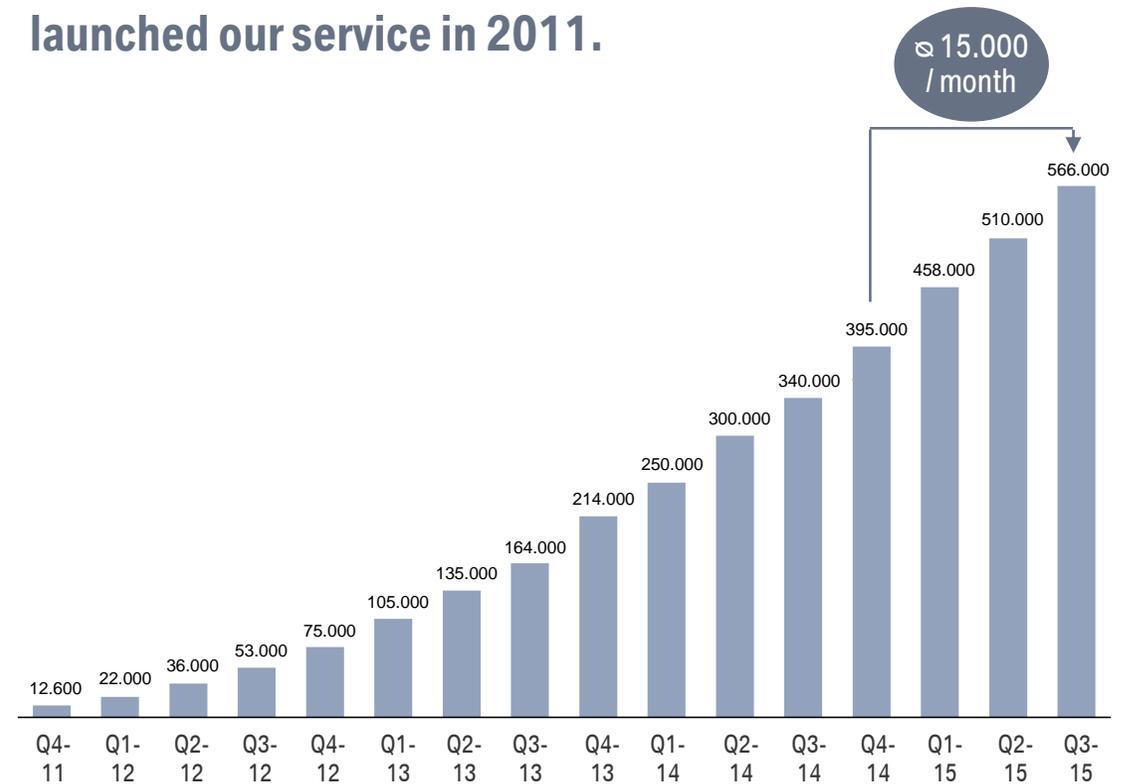
Operated by third party Arriva and embraced by the city

„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.



DRIVE NOW MARKET COVERAGE. FURTHER EXPANSION IS PLANNED FOR 2016.



- **MUNICH, DE**
- Launch in 06/2011
- 450 vehicles
- 124,000+ customers



- **BERLIN, DE**
- Launch in 09/2011
- 1.000 vehicles
- 170,000+ customers



- **DÜSSELDORF, DE**
- Launch in 01/2012
- 200 vehicles
- 43,000+ customers



- **COLOGNE, DE**
- Launch in 10/2012
- 300 vehicles
- 62,000+ customers



- **HAMBURG, DE**
- Launch in 11/2013
- 500 vehicles
- 87,000+ customers



- **VIENNA, AT**
- Launch in 10/2014
- 470 vehicles
- 51,000+ customers



- **LONDON, UK**
- Launch in 12/2014
- 270 vehicles
- 16,000+ customers



- **COPENHAGEN, DK**
- Launch in 09/2015
- 400 vehicles
- 25,000+ customers



- **STOCKHOLM, SE**
- Launch in 10/2015
- 260 vehicles
- 5,000+ customers

REACH NOW. CAR SHARING WITH 5 ADDITIONAL FEATURES IN THE USA.

Vehicle **Delivery** Service

Chauffeur Service – **Car with driver**

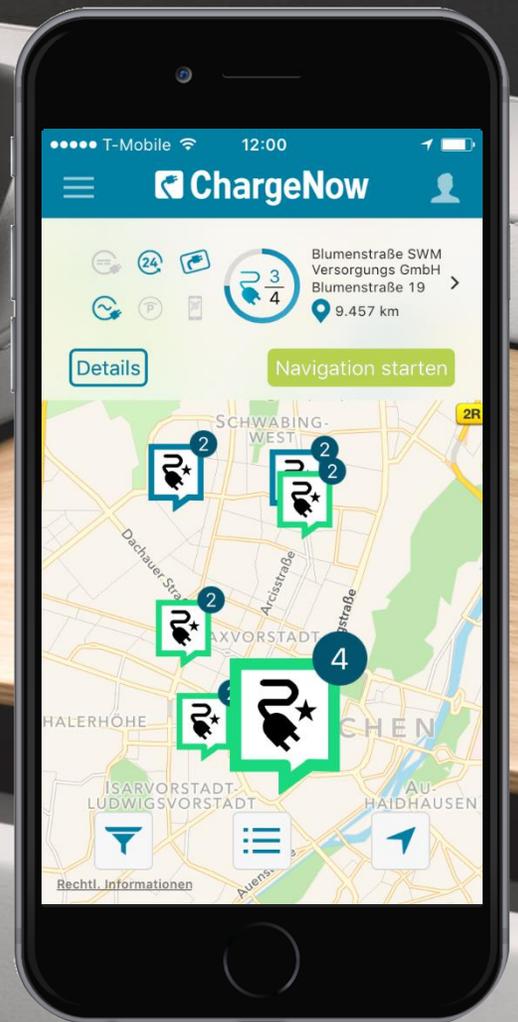
Renting out your own car via ReachNow

Long period use of vehicles

CarSharing for **closed user groups**



CHARGE NOW. THE BMW i SERVICE THAT MAKES CHARGING CONVENIENT AND EASY.



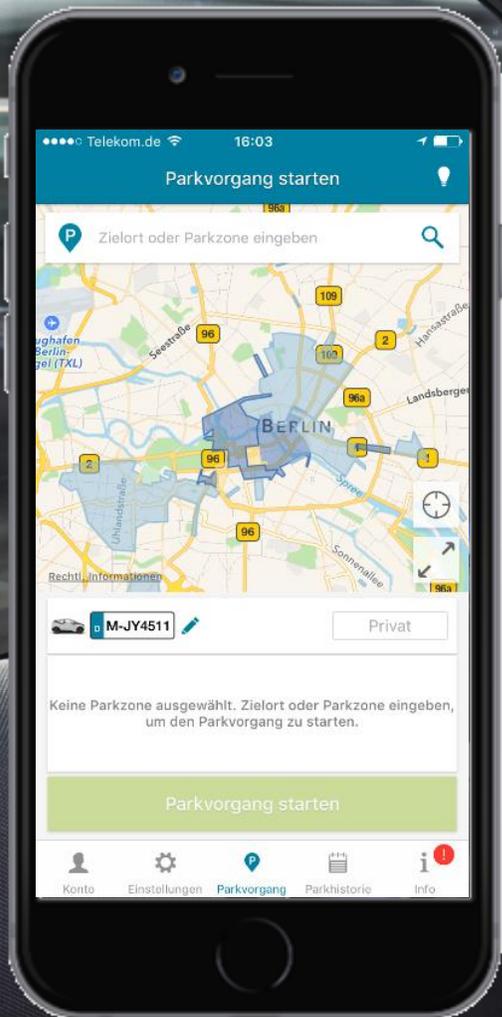
40,000+ charging points
in 25 countries

PARK NOW. OFFERING PREMIUM ON- AND OFF-STREET PARKING SERVICES.

Time & cost
efficient



Launch
in March 2016
in Austria & Germany



On- and
off-street
parking

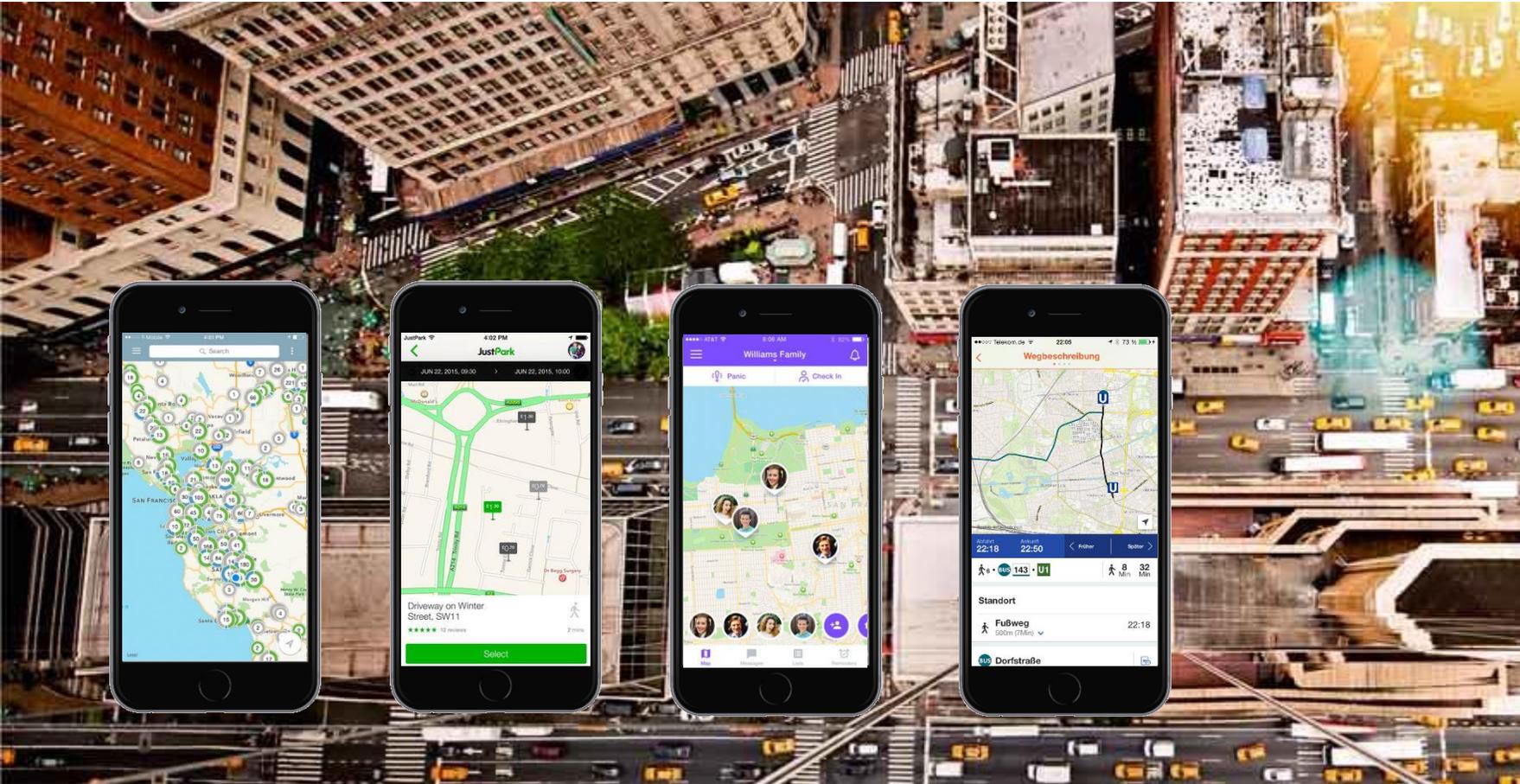
CENTER OF COMPETENCE URBAN MOBILITY: IMPLEMENTING SUSTAINABLE URBAN MOBILITY – TOGETHER WITH ALL STAKEHOLDERS.



Before...

...After

BMW i VENTURES – FACTS & FIGURES.



14 Investments in 12 companies.

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

The BMW portfolio helps per month **10 mio.** people to move within a city.



THANK YOU!

