



Contact: Phil DiIanni

BMW Corporate Communications Manager
201-571-5660 / phil.diianni@bmwna.com

Heather Resnicoff
Rubenstein Communications, Inc.
212-843-8497 / hresnicoff@Rubenstein.com

ReachNow Car Sharing Service from BMW Group Welcomes More Than 13,000 New Members in First Month.

BMW Group Names ReachNow Executive Team.

Seattle, Wash. – May 9, 2016... More than 13,000 Seattleites have registered for BMW Group's free-floating premium car sharing service, ReachNow, since its launch one month ago. Along with this news, BMW Group today announced the ReachNow executive team to be based at the company's North American headquarters in Seattle: Steve Banfield joins as Chief Executive Officer (CEO), Sandra Phillips is named Chief Customer Officer (CCO) and Jean-Francois (Jeff) Ganot serves as Chief Financial Officer (CFO).

"The rapid adoption of ReachNow in Seattle is proof-positive of the demand for a premium car sharing alternative that provides an experience as convenient as owning a car," noted Marcus Krieg, Head of CarSharing Business Unit, BMW Group. "We are extremely pleased that the City and people of Seattle have been so welcoming of ReachNow and are confident that we will continue to thrive – both here and across North America – under the direction of our new leadership team."

Over the past four weeks, thousands of Seattle residents have downloaded the ReachNow app and used the industry's first-of-its-kind, near-instant smartphone-based registration process to take one of the 370 BMW 3 Series, BMW i3 and MINI vehicles out on the road. ReachNow members have driven the equivalent of nearly four trips around the planet.



ReachNow Executive Team.

BMW Group has named **Steve Banfield**, a 20-year technology industry veteran with a history of building and growing teams in Seattle, to lead ReachNow as CEO. Banfield joins ReachNow from connected car services provider INRIX in Kirkland, Wash. where he served as Chief Marketing Officer. Banfield led INRIX into the smart parking market with the acquisition of ParkMe and oversaw the launch of an on-street parking prediction solution featuring the BMW i3. He has also held senior leadership roles at Sony, Microsoft, Paramount Pictures (Screenlife), Rightside, and RealNetworks, and has an MBA from Harvard Business School.

“BMW has a 100-year history of innovation and has been working to shape the future of urban mobility for almost as long,” said Banfield. “I’m happy to be a part of these efforts and am looking forward to growing the ReachNow team and brand across North America.”

In her role as Chief Customer Officer, **Sandra Phillips** is focused on delivering the best possible customer experience, leading product development and expanding ReachNow to new markets in North America. Phillips has a passion for innovation, technology and startups, and previously launched a free-floating car sharing service in Canada. She also founded a boutique agency that specializes in the planning, implementation and launch of new mobility services for clients worldwide.

Jean-Francois (Jeff) Ganot has been named CFO of ReachNow. He brings a range of experience within the Finance and Mobility fields, most recently as a member of BMW Group’s strategic planning department. Prior to that, he held various financial and leadership roles within BMW Financial Services, most notably as CFO of BMW Financial Services in France.

The ReachNow executive team hires are effective immediately.

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About ReachNow



ReachNow is the latest in mobility services from the BMW Group. In addition to providing traditional free-floating car sharing, the service will also offer a chauffeur-driven “ride hailing” service, vehicle delivery valet service, short and long term rentals and peer-to-peer car sharing to members in North America. From its Seattle, WA headquarters, ReachNow will serve Seattle and additional North American cities by the end of 2016. Consumers can register for the service by downloading the ReachNow app for iPhone from the [App Store](#) and for Android on [Google Play](#). More information can be found at www.reachnow.com.

BMW Group in America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 125 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.

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