



**For Release:** **April 8, 2016. NOT FOR RELEASE UNTIL 10 AM PACIFIC.**

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**BMW Group Launches Car Sharing Service “ReachNow” in Seattle.**

**ReachNow will be Headquartered in Seattle with Plans to Expand to 10 Cities Across North America.**

**Seattle, Wash. – April 8, 2016...** Following a successful pilot program, BMW Group today announced the launch of ReachNow, a free-floating premium car sharing service, at a press conference held in conjunction with the city of Seattle. In addition to debuting the ReachNow car sharing service in Seattle, BMW Group Member of the Board Peter Schwarzenbauer also announced the establishment of ReachNow's North American headquarters in the city and its plans to expand the service to three additional cities in 2016 – with the intention of servicing 10 North American cities. ReachNow is another example of the BMW Group's continuing commitment to the development and expansion of sustainable urban mobility solutions.

ReachNow is designed to provide drivers with an experience that is as convenient as owning a car. The user experience is premium, with fast registration and an almost instant approval process – in two minutes or less – a first for any car sharing service. The initial fleet of 370 vehicles, including the BMW i3, the BMW 3 Series and the MINI Cooper, will be located on the streets of Seattle for immediate use. The service will expand to include Seattle-Tacoma International Airport in the next quarter.

Peter Schwarzenbauer, member of the Board of Management of BMW AG and responsible for MINI, BMW Motorrad, Rolls-Royce, After Sales and Mobility Services, said at the ReachNow launch in Seattle: “We are currently witnessing an extremely exciting period in the development of the automotive industry. Our customers rightly expect uncomplicated and fast solutions to their individual mobility needs, especially in metropolitan regions. This

is why we are supplementing our classic business model with additional services that make life on the road easier for people in big cities. I am pleased that with the establishment of the ReachNow brand, we are able to offer our customers in Seattle “on-demand mobility” – mobility when it’s needed, from one single source. With this service, we are building up on Drive Now, our extremely successful European business model, and bringing it up to a new level in the U.S. Seattle is an innovative, internationally-oriented city which makes it the perfect location to launch these services.”

ReachNow selected Seattle as the pilot market for its interest in welcoming greener mobility services that make life easier for its residents. Additionally, Seattle was recently ranked the third most electric vehicle-friendly city in the U.S. by ChargePoint, the largest electric vehicle charging network.

“Seattle residents are demanding more transportation options, and car sharing is a convenient way to avoid the expense of owning your own vehicle,” said Mayor Ed Murray. “BMW’s car sharing service also complements our strategy to promote the use of electric vehicles across the city. As we grow our transit networks, we look forward to expanding car sharing as another great option to get around Seattle.”

After downloading and registering on the ReachNow app, available in the [App Store](#) and on [Google Play](#), members can locate and book the closest available car in the ReachNow app or find a ReachNow car on the street. Members can then return the car to any legal parking space on the street, including for free at meters and within residential permit zones in the Home Area.

Throughout 2016, ReachNow will offer enhanced mobility services, available in the U.S. for the first time, including:

- **Delivery service for car sharing vehicles.**

For members seeking an extra level of convenience, they can request a specific vehicle to be delivered to their desired time and location. This not only increases ease of use, but will ensure that a specific vehicle is available.

- **Vehicles on-hand at the airport.**

Within the second quarter of 2016, ReachNow vehicles will be available at the Seattle-Tacoma International Airport.

- **Car sharing for longer rentals.**

Merging the concept of conventional car rental services with car sharing, members will instantly and easily be able to extend the length of time with their vehicle through the ReachNow app.

- **Car sharing for residential and corporate groups.**

ReachNow will offer an unparalleled level of convenience for companies and groups as well with the option for advance, exclusive onsite access to a full fleet of premium vehicles for employees or at residential complexes that can remain onsite.

- **Renting your own vehicle via ReachNow.**

ReachNow will offer a convenient booking platform that enables car owners to rent out their personal MINI vehicles to ReachNow when they don't need access to it, thus helping to offset the cost of car ownership.

- **Chauffeur service – book a car with a driver.**

ReachNow will offer an option to book a car with a chauffeur for those not wishing to get behind the steering wheel.

ReachNow is another example of the growing importance of mobility services within the BMW Group and the company's Strategy Number ONE NEXT, which is aimed at shaping the future of individual premium mobility through an innovative and diverse range of products, including car sharing.

#### **RideCell as a system partner of ReachNow.**

ReachNow has selected RideCell, the leading provider of software for mobility-as-a-service, as its technology partner. RideCell's mobility software platform enables ReachNow to launch and rapidly scale new mobility services, optimizing for demand, supply and pricing.

### **ReachNow rates.**

All ReachNow vehicles are charged at a rate of \$0.49 (cents) for each minute the vehicle is used, and \$0.30 (cents) per minute while parked. The one-time lifetime registration fee is \$39. For a limited time as part of an introductory offer, ReachNow will charge just \$0.41 (cents) for each minute the vehicle is used and registration is completely free of charge. All prices are inclusive of insurance, fuel, and parking at public meters on the street within the designated areas (Home Area) plus taxes and fees. ReachNow automatically caps pricing at three different tiers: \$50 for up to 3 hours, \$80 for up to 12 hours, and \$110 for up to 24 hours.

### **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 340 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.bmwusnews.com](http://www.bmwusnews.com).

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