

Press Release

DriveNow official partner of the Salone del Mobile 2018.

500 BMW and MINI all new and with free parking inside the Fair court.

Milan, 17-22 April 2018 - DriveNow, the car sharing of the BMW group active in 13 European cities, will be the official partner of the Salone del Mobile.Milano 2018. During all the exhibition days visitors driving the DriveNow, BMW and MINI cars, can drive in, access and park without additional costs directly inside the Rho exhibition center.

The 500 DriveNow cars are operational throughout the Milan area - including the airport by Linate - in the different versions of the BMW 1 Series, 2 Series (also including the very popular Cabrio model) and the electric BMW i3 REX and MINI.

The DriveNow fleet, which has been entirely renovated and all the cars replaced with new factory models will also be available to all Italian and foreign visitors of the Salone del Mobile, which will be allowed to drive into the city with free access to Area C and the possibility to park for free on yellow and blue lines.

About DriveNow:

DriveNow was founded in 2011 as a joint venture and is a wholly owned subsidiary of the BMW Group since March 9, 2018. The car sharing company is available in various European cities and offers a range of high-quality premium vehicles of the BMW and MINI brands to rent, based on the free-floating principle. The vehicles can be hired and returned independent of location within a defined business area. More than 1,000,000 registered customers find and reserve vehicles using the DriveNow App and are able to use the service across multiple cities. DriveNow operates a fleet of 6,000 vehicles in Munich, Berlin, Dusseldorf, Cologne, Hamburg, Vienna, London, Copenhagen, Stockholm, Brussels, Milan, Helsinki and Lisbon. In all its cities, DriveNow also offers electric BMW i3. Several studies have proven that one DriveNow vehicle replaces at least three private cars. DriveNow therefore contributes to easing the traffic situation in cities.

Press materials:

<https://www.drive-now.com/it/it/press>

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