SHAPING SUSTAINABLE URBAN MOBILITY

CAR SHARING AS A NEW FINANCING MODEL FOR ELECTRIC VEHICLES

BMW Mobility Services, DriveNow USA, January 2014
ADAPTING TO A CHANGING BUSINESS CLIMATE.
BMW GROUP AS A MOBILITY PROVIDER.

- Dwindling resources
- Urbanization and changing mobility needs
- Environmental impact and climate change
- Adapting to a new policy climate
- Customer sustainability preference

Electric vehicles
Mobility services
Digital products
THE RISE OF THE SHARING ECONOMY.
THE FUTURE OF BUSINESS.

THE MESH: A WORLD COMMUNITY AND ECONOMY WHERE ACCESS TRUMPS OWNERSHIP.
OTHER AUTOS ARE REACTING. GM AND DAIMLER APPROACHES.

SPONTANEITY ON WHEELS

From A to B with car2go
Your car is everywhere

A car2go is always a pleasure to drive: just take it, drive it, park it. Simple and straightforward. You can always find a vehicle in your area. You open it with the member card you receive after signing up. You go from A to B, park your car2go again and that’s that. It’s fun, saves money and helps the environment.

– Daimler operates a SMART car sharing service with a novel a-b approach, Car2Go.

– GM partners with RelayRides to use connected services for convenient car sharing functionality.
GROWTH IN CAR SHARING. FLEXIBLE VERSION HAS STRONG GROWTH.

As of January 1, 2013, there were 46 active programs in North America with 1,033,564 members sharing 15,603 vehicles.
TRADITIONAL CAR SHARING HAS LIMITATIONS. FLEXIBLE VERSION “UNZIPS” THE EXPERIENCE.

User must return the car to the same location.
→ A dedicated parking spot is required.
→ Limited use cases.

User must choose a start and end time for the reservation.
→ Late fees are applied.

Disconnect between operators and autos. It’s simply not optimized.
→ Head unit software isn’t designed for sharing use case.
→ Vehicle has redundant telematics systems.
Our Mission: Deliver BMW’s sustainable (electric) mobility service to non-traditional customers.

DriveNow operates the largest zero-emission electric vehicle shared fleet in SF

→ 70 BMW Active Es and 60 electric vehicle chargers

DriveNow has displaced CO2 and gasoline use

→ About 700 drives per week (US) and 400,000 miles

DriveNow has introduced EVs to its members (US)

→ Most of our 4,500 customers have never driven an EV and do not own a car
FEATURING THE ALL-ELECTRIC BMW ACTIVE E. INTERSECTION OF CLEAN AND FUN.

DriveNow has a fleet of 70 all-electric BMW ActiveE vehicles

Range is 80-100 miles, motor produces 170 hp and 185 lbft, battery stores 30 kWh, charging takes about 4 hours

Premium features such as satellite radio, navigation with real-time traffic and heated front seats are included in all cars

→ Fastrak installed, HOV access OK
DRIVENOW PRICING MODEL. PREMIUM AND AFFORDABLE MOBILITY.

One-time membership fee is $39.00 (for life, useable globally). Parking costs $0.13/minute (while the car is reserved). $60/day for a limited time ($90 is normal).
DRIVENOW SUPPORTS WIND POWER. ZERO-EMISSION MOBILITY.

We offset DriveNow Active E fleet energy use by purchasing and retiring wind renewable energy certificates through our partnership with Green Mountain Energy.

→ BMW of North America won Best Marketing Campaign for this product by a Green Power Purchaser, awarded by US EPA and the Center for Resource Solutions.
DRIVENOW DIGITAL PRODUCTS.
iPhone and Android Apps.

Website: us.drive-now.com

Customers locate and book DriveNow vehicles near them using i-phone or Android apps.

Detailed information about the location and pricing, real-time state-of-charge and vehicle features are displayed.
DriveNow has 19 locations; 9 in SF downtown, 2 near SFO, OAK airport and Downtown Oakland, San Ramon (Bishop Ranch), Palo Alto, 2 near Mountain View, and Santa Clara

→ SJC parking in the works

A-b or “flexible” model means that you can drive from one DriveNow location to another, and end the reservation.
DRIVENOW AT CORPORATE CAMPUSES.
GOOGLE AND BISHOP RANCH PILOTS.

Google provides parking and charging for at least 9 DriveNow vehicles, and we have 1500 members there.
DRIVENOW IN THE FUTURE.
FLEXIBLE AND SPONTANEOUS ON STREET.

DriveNow San Francisco Locations

DriveNow is currently working with regulatory and academic communities to push forward flexible, on street access to enable our novel operational model.
BEYOND THE CAR: BMW i VENTURES.
INVESTING THE FUTURE OF MOBILITY.

Chargepoint
Electric vehicle charging equipment, SaaS.

Embark SF
Multi-modal routing in San Francisco.

ParkatmyHouse
Peer-to-peer parking sharing.
DRIVENOW FUTURE PRODUCT OFFERING.
THE FIRST SERIES-PRODUCED MODEL FOR BMW i.

Innovative LifeDrive architecture includes a carbon-fiber-reinforced polymer passenger cell.

Electric motor, e-motor controller, charger and high-voltage lithium-ion battery pack have been developed and manufactured in-house.

Driver assistance systems and mobility services from BMW ConnectedDrive and 360° ELECTRIC are designed specifically for the BMW i3.
A SIM card embedded in the head unit is standard in the BMW i3, along with a 10-year service contract. Navigation services were developed to enhance electric mobility experience. BMW ConnectedDrive also offers unique intermodal route guidance as a world first, incorporating public transit into trip planning when it's appropriate. Car sharing “enabled”

i-phone and Android apps allow the driver to connect to the BMW i3 to see real-time information. User can set a preconditioning timer, which heats or cools the cabin for added comfort. A charging timer allows the driver to take advantage of time-of-use electricity rates at home. A charging station locator also includes real-time info about charger availability.
FINAL THOUGHTS.

Mobility service product offerings are responding to the growing number of customers moving to cities and shedding a car.

- Smartphone apps, social networks and the connected car are enabling this transition.
- Nearly all (97%) current EV owners live in homes with a garage, so car sharing accesses NEW EV customers.

**EVs in mobility services: Everybody wins.**

- They pull all three levers, reduction in vehicle miles travelled, enhanced efficiency and use of low carbon fuels.
THANK YOU.

Go to us.drive-now.com
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