

Press Release

SHARE NOW Amsterdam Announces Successful Year 2021 with Fleet and Home Area Expansion

- **Over 104,000 users in Amsterdam**
- **Home area extension in Amsterdam and to new hubs in Rotterdam**
- **Successful introduction of long-term car-sharing**
- **Fleet expands with smart EQ, BMW i3 and Fiat 500e to 400 electric cars**

Amsterdam, January 18, 2022 – SHARE NOW, the European market leader in free-floating car-sharing, can look back on a successful year despite the pandemic. In 2021, the joint venture between BMW Group and Daimler AG gained 10,000 new users in Amsterdam, where the car-sharing service has been operating with a 100 percent electric fleet since 2011. The cities of Amstelveen and Rotterdam are also benefiting from the success of SHARE NOW's service. With the launch of two hubs in Rotterdam, commuting between Amsterdam and Rotterdam is now easier with electric car-sharing.

Expansion of fleet and home area

"In 2021 we were able to respond even better to the demand and desire of our Dutch users," says Robert Bosman, Managing Director of SHARE NOW Netherlands. "In the capital we have expanded the offer of SHARE NOW in various areas. Last year over 100 shared cars were added to the fleet and the home area was expanded to 62 km². Not only with new neighborhoods in Amsterdam's Noord and Nieuw-West districts, but also with two hubs in Rotterdam – something we are very proud of. Despite the Corona pandemic, we can look back on a successful year in which we strengthened our business," Bosman said.

Longer distances per rental

SHARE NOW has been noticing changes in user behavior for some time. In 2021, more kilometers were driven per trip and cars were rented for increasingly longer periods. In Amsterdam, the average distance increased by 12 percent to an average of 11.5 km per rental. The average rental duration increased by 4.4 percent to an average of 40 minutes per rental. To respond to the needs of its – now 104,000 – users, SHARE NOW introduced

long-term car-sharing at the end of 2021. This makes it possible to rent a SHARE NOW car for up to 30 days and book it in advance.

Prior to this launch, in 2021 there was a huge investment in the range of electric shared cars. Gradually, new electric models with higher range such as the smart EQ, Fiat 500e and BMW i3 were added. In one year, the fleet expanded to 400 electric shared cars, allowing even longer distances to be covered. The smart EQ was the most popular model last year, but the BMW i3 proved to be used most often for longer trips.

Preview 2022

This year SHARE NOW wants to continue the positive development of last year. "2021 was a special year for us in which we celebrated our 10th anniversary in Amsterdam, but also in 2022 we are not thinking about standing still. We will continue on the same course and continuously focus on sustainable growth," said Bosman. "We at SHARE NOW believe in sharing more and owning less, so that we can make our cities more livable for residents and keep mobility as individual and flexible as possible. A close collaboration with municipalities in which SHARE NOW is active helps us to boost emission-free mobility and shared transport."

About SHARE NOW

As the European market leader and pioneer of free-floating car-sharing, SHARE NOW is represented in 16 major European cities with around 11,000 vehicles, including 2,900 electric vehicles. This corresponds to a share of more than 25 percent of the total fleet. About 3.4 million customers already use the service. SHARE NOW offers a sustainable solution for urban mobility and, as part of the mobility offer, contributes significantly to relieving traffic congestion in cities. Each car-sharing car replaces up to 20 private vehicles in urban traffic. With vehicles from BMW, Citroën, Fiat, MINI, Mercedes-Benz, Peugeot and smart. SHARE NOW continues to expand its European market leadership in free-floating car-sharing. The mobility provider was founded in 2019 as a joint venture between BMW Group and Daimler AG. It has its headquarters in Berlin.

Press Contact:

SHARE NOW
Anja Nitschke
Telefoon: +49 152 9000 6332
E-mail: press@share-now.com