

## **SHARE NOW starts co-branding phase with Free2move and launches Europe-wide campaign**

- **Co-branding phase marks milestone of collaboration between SHARE NOW and Free2move**
- **Europe-wide campaign "EVERYTHING IS BETTER WHEN SHARED" starts on September 26 and runs over a one-month campaign period**
- **Concept and creation in close cooperation with Jung von Matt / Spree**

**Berlin, 26.09.2023** – SHARE NOW, market leader and pioneer in free-floating car-sharing, officially enters the co-branding phase with international mobility provider Free2move. This step is accompanied by the co-branding campaign 'EVERYTHING IS BETTER WHEN SHARED', which starts on September 26, 2023 and lasts until the end of October 2023.

### **Europe-wide campaign launch: Co-branding now present on all channels**

Following the acquisition of SHARE NOW by Free2move last year, the official co-branding phase of both companies is now commencing, with visibility across all SHARE NOW and Free2move channels and markets. The co-branding measures are complemented by the Europe-wide campaign, 'EVERYTHING IS BETTER WHEN SHARED,' which will be launched immediately in Germany, Austria, Italy, the Netherlands, France, and Spain. These initiatives set the foundation for the companies' positioning as a global and comprehensive mobility provider. Brigitte Courtehoux, CEO of Free2move and SHARE NOW, emphasized the significance of this phase, stating: "The launch of our co-branding phase is an important milestone that underlines our commitment to establish ourselves as one of the largest mobility platforms in Europe, offering a wide range of services. With the start of this phase, we are opening a new chapter for SHARE NOW and Free2move and look forward to taking our customers on this exciting journey."

### **Concept and development in cooperation with Jung von Matt / Spree**

'EVERYTHING IS BETTER WHEN SHARED' was developed in close collaboration with Berlin-based agency Jung von Matt / Spree. Natalie Hoffmann, Director Brand at SHARE NOW and Free2move added: "The campaign reflects our vision to transform mobility in urban spaces. Working closely with Jung von Matt / Spree, we developed a concept that represents our shared brand identity."

### **About SHARE NOW**

As the market leader and pioneer of free-floating car-sharing, SHARE NOW is represented in 17 European cities with around 10,000 vehicles, around 3,000 of which are electric. More than four million customers are already using this service. SHARE NOW offers a sustainable solution for urban mobility and, as part of the mobility offering, makes a significant contribution to relieving traffic congestion in cities. With vehicles from brands including Citroën, Fiat, Opel and Peugeot, SHARE NOW continues to expand its European market leadership in free-floating car-sharing. The mobility service provider was founded in 2019 and is headquartered in Berlin. Since 2022, the company has been part of Free2move, the mobility brand of the Stellantis Group.

### **About Free2move**

Free2move offers a complete and unique mobility ecosystem for its private and professional customers around the world. Free2move relies on data and technology to put the customer experience at the heart of its business to reinvent mobility. Free2move takes a mobility marketplace approach, offering a range of services to meet the diverse travel needs of its customers - from one minute to several days or months with car-sharing, short-, medium- or long-term rentals, and parking through an app. The company is headquartered in Paris, France, and is part of the multinational Stellantis Group. Free2move in numbers: more than 6 million customers, 450,000 rental vehicles, 500,000 parking spaces.

*Current image material can be downloaded from the following link.*

*The landing page for the EVERYTHING IS BETTER WHEN SHARED campaign can be found here.*

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