

Press Release

SHARE NOW Adds New Brand to Amsterdam Fleet

Comfortable Peugeot e-208 for longer trips and five people



Amsterdam, May 25, 2022 – SHARE NOW, the European market leader in flexible car-sharing, continues to pursue electric shared mobility in the Dutch market, by adding 40 fully electric Peugeot e-208 to its 100 % electric fleet in Amsterdam. The 121.000 SHARE NOW customers will then be able to use 440 vehicles from four different brands. With a range of 362 kilometers the new Peugeot e-208 has the highest charging capacity of the electric fleet, making longer trips even easier. The new vehicle will belong to the category S and can be rented from € 0.28 per minute.

“By expanding our fleet with 40 Peugeot e-208, we are able to increase the availability of our cars and meet the needs of our users. The mix of urban car-sharing and the possibility of undertaking long trips is the future of shared mobility. With this new vehicle, we are not only increasing the flexibility offered to our customers, but also the progress of electric shared mobility in the Netherlands”, says Robert Bosman, Managing Director of SHARE NOW Netherlands.

Peugeot e-208: Fast loading time and suitable for families

The Peugeot e-208 can be seen on the streets in grey, white, and black and is equipped with a modern, fast loading technology. In only 30 minutes the vehicle is charged up to 80 %. Therefore it is ready to use again much more quickly. Further technical features include a

parking assistant, Apple CarPlay and Android Auto or the i-Cockpit, which allows all the vehicle's functions to be operated in seconds via the touchscreen.

Similar to the BMW i3, the Peugeot e-208 offers five passenger seats, making the vehicle suitable for families, business cases, or longer trips that need more space. For six months, SHARE NOW customers in the Netherlands have the possibility to rent one of the vehicles for up to 30 days. This offer is well received by Amsterdammers: In April 2022, the distance increased by 79 percent and the duration by 95 percent compared to April 2021. The new model responds to this trend as it is the electric vehicle with the longest range of the car-sharing service in the Netherlands.

Focus on broad target group

Robert Bosman says: "We are convinced that electric shared mobility is a very important part of urban mobility in Amsterdam and beyond. We are therefore very happy with the expansion of our fleet. With these five-seater Peugeot's we appeal to a broad target group, such as families with children. We also offer users the possibility to drive longer distances, within and outside Amsterdam."

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 10,000 vehicles, including around 3,000 electric vehicles. This corresponds to a share of more than 25 percent of the total fleet. About 3.5 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 Mercedes-Benz Mobility AG. It has its headquarters in Berlin.

Press Contact:

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

TEAM LEWIS:

Shileen Ligtelijn en Cynthia Lennarts
Telefoon: +31 20 220 0220
E-mail: sharenowl@teamlewis.com