

Press Release

The New SHARE NOW Summer Campaign Gets Here to Experience New Outlooks While Earning Points with the Rewards Program.

Milan, June 23, 2021 – SHARE NOW, the leading European provider of free-floating car sharing, is launching its new summer campaign “New Outlooks”, which from June 22 to August 6 will drive all its users to the rediscovery of a normal life and a peaceful summer aboard shared vehicles. After a winter hit by the harsh restrictions due to the pandemic, SHARE NOW renews its invitation to gather new outlooks by exploring the beauties of Europe and getting together with relatives and friends, always in complete safety.

The central theme of the SHARE NOW summer campaign will be the long-term car sharing solution, thanks to which it is possible to rent a vehicle from 1 to 30 consecutive days and thus return to travel with flexibility and convenience. The vehicle can in fact be rented directly on the road or by booking it for free up to 45 days in advance, specifying the place and time of delivery via the app. Furthermore, thanks to the **Comfort Package**, it is possible to request a clean, sanitized and fully fueled car in advance.

*"Despite the difficulties caused by the Covid Pandemic, we have been able to prove that we are a reliable and safe mobility option for our customers, who have continued to use the service by increasing their travel time on board our vehicles." - says **Andrea Leverano**, Regional Operations Director South West of SHARE NOW who continues: "In the last year, in fact, we have recorded an increase in the duration of rentals in Italy by 86%, tripling the number of rental days sold through the long-term option. These results get enhanced by the very recent launch of our SHARE NOW Rewards, the first loyalty program in the world of car sharing that allows users to accumulate points and receive exclusive benefits."*

Already 100.000 registrations at the SHARE NOW Rewards

In just three months, the new SHARE NOW Rewards program has already acquired over 100,000 members in the 16 European locations where the service is active. SHARE NOW customers who decide to join the program, whose participation is free of charge, can earn points for each trip made starting from the first euro spent on board SHARE NOW. By reaching the different levels (Blue, Silver, Gold and Diamond), they will be able to take advantage of

numerous rewards, such as bonus reservation time, birthday voucher, bonus hourly rates, VIP customer support and much more.

Moreover, given the great success achieved in such a short time, new special offers have been introduced in collaboration with excellent partners such as **Cooltra**, scooter / motorcycle rental service, **N26**, the first fully digital bank in the world and **Colvin Flowers**, a home delivery of fragrant bouquets. The SHARE NOW Rewards program is constantly evolving. Further collaborations and awards are planned for the future.

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About SHARE NOW

Rent a car anytime, anywhere - this is SHARE NOW. As a pioneer and European market leader in the field of free-flow car sharing, SHARE NOW brings together over three million users among the 16 major cities of Europe in which it is present with approximately 11,000 vehicles, of which 2,900 are powered by electric propulsion. From registration to rental, the entire travel experience takes place digitally via a smartphone app. SHARE NOW therefore provides a sustainable solution for urban mobility and, as part of a larger mobility ecosystem, significantly contributes to the reduction of congestion in cities: each SHARE NOW vehicle replaces up to six private cars and, at the same time, it is used up to six times more frequently. SHARE NOW is the world's largest provider of free-floating shared electric vehicles, with 4 European cities where it operates with fully electric fleets and 4 cities with partially electric fleets. Currently, SHARE NOW is present in Europe with BMW, Mercedes-Benz, MINI, smart and FIAT vehicles and continues to expand its leadership in the free-floating car sharing market. SHARE NOW is one of the five mobility services born from the joint venture between BMW Group and Daimler AG, founded in 2019. The company is headquartered in Berlin.

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