

Press Release

SHARE NOW closes a good 2021 reaching 3.4 million users in Europe

- Over half a million new registrations for the car-sharing service
- Sales in longer rentals have increased by 23%
- New car models lead to higher usage in Spain

Madrid, January 24, 2022. [SHARE NOW](#), the European market leader in car-sharing, has reached a total of 538,000 new users in 2021, increasing its number of new customers by 30% compared to last year, despite the major challenges induced by the pandemic scenario. As a result, the company counts 3.4 million customers across Europe and strengthens its position as the leading car-sharing provider.

“Although 2021 was still marked by the impacts of the pandemic, SHARE NOW achieved excellent results. We have focused on strengthening our product and meeting the new mobility needs of our users. Thanks to our constant commitment, over half a million new customers have opted for our service in 2021 alone”, stated Olivier Reppert, CEO of SHARE NOW. “Another important step was the enhancement of our fleet. By including Citroën, FIAT and Peugeot models, we do not only confirm to have the most varied fleet on the market, but also increase the flexibility of our users.”

The fact that flexibility is crucial for SHARE NOW customers is reflected in the higher demand for longer rentals. Thanks to long-term car-sharing users can book a shared car from 1 to 30 consecutive days. An option that is very well received all over Europe: in 2021 sales in long-term car-sharing have increased by 23 percent. Moreover, having the possibility to pre-book a car up to 100 days beforehand free of charge was highly demanded. The monthly pre-bookings of daily rates has grown by 30 percent.

Higher usage in Spain thanks to new car models

Just recently SHARE NOW has incorporated 60 hybrid vehicles, the BMW x1 xDrive25e, followed by the all electric Fiat 500e and Peugeot e208. These enable a higher range, longer rides, and increase the flexibility of the Spanish customers. First results can already be seen in the figures: in 2021, the usage of the cars as well as the average distance per trip increased by 14% and 10%, respectively.

“In 2021 we took the chance to enhance our service in Spain. We introduced three new car models, longer rentals up to 14 days and opened our charging hubs for our customers”, explains David Bartolomé, Managing Director of SHARE NOW in Spain. “Also, in 2022 we want to continue to make car-sharing as easy and comfortable as possible. Having easy access to flexible, sustainable, and shared mobility with zero emissions is key for a higher quality of life in cities”.

In Madrid the company currently operates 600 electric vehicles. Already 285,000 Spanish customers made SHARE NOW part of their daily mobility mix.

The SHARE NOW app is available for iOS ([App Store](#)) and Android ([Google Play Store](#)).

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.

**** Access to the SHARE NOW Podcast:** ‘Caminos Compartidos’ a space for exchange of views on sustainable, urban and smart mobility.

<https://shrnw.me/caminoscompartidos>

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