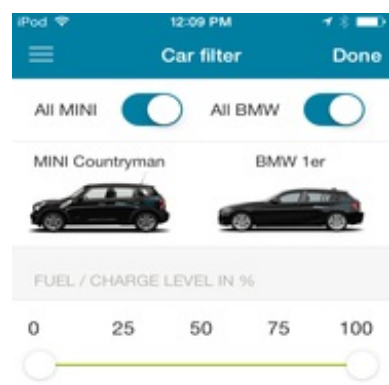


MOBILE

## BMW seeks aspirational consumers with drive share application

December 8, 2014



*BMW DriveNow app in London*

By NANCY BUCKLEY

BMW Group is launching a new car sharing service application for London natives to have access to the automaker's vehicles in three of the city's boroughs.

**Sign up now**

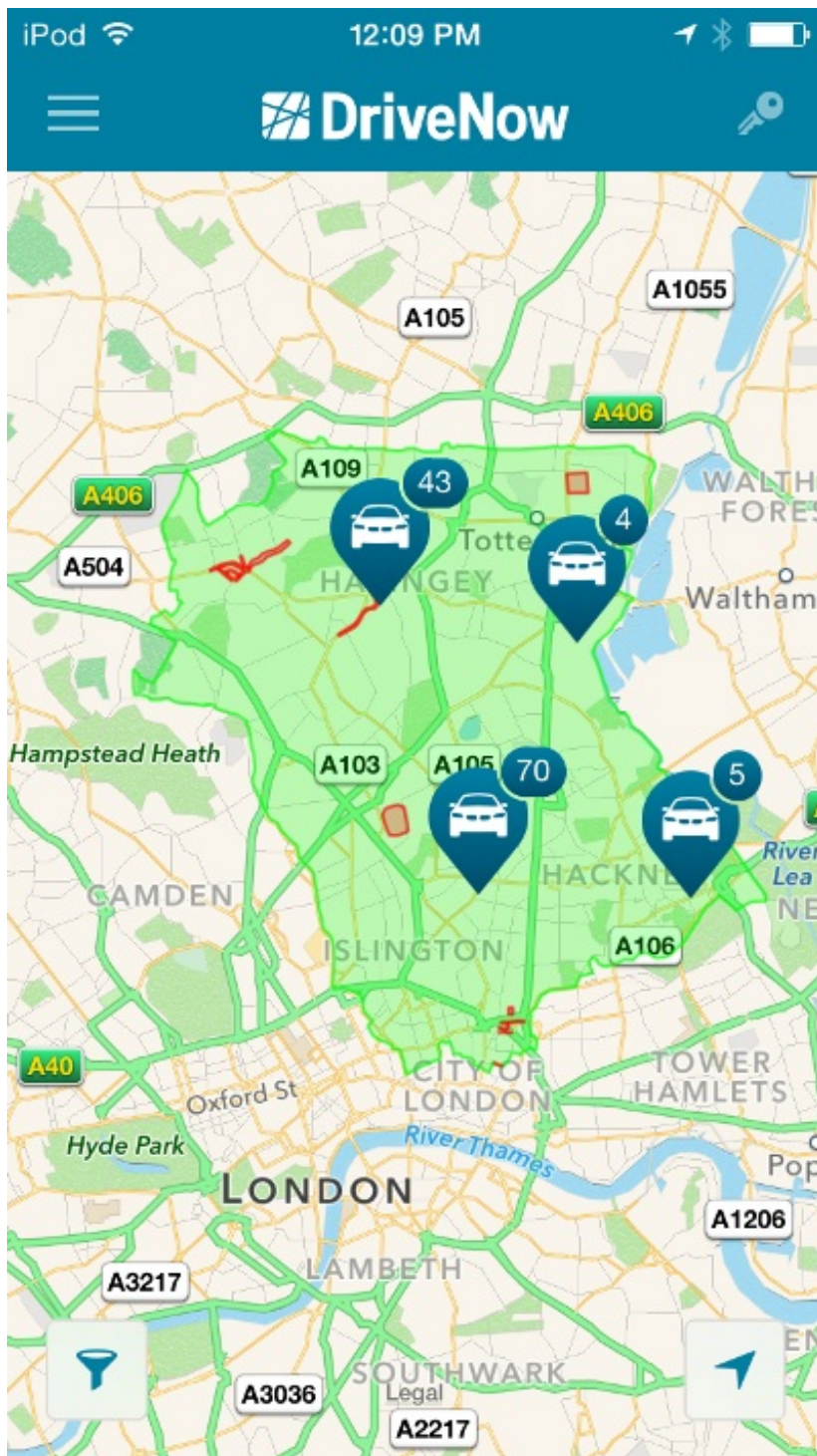
**Luxury Daily**

The app will allow users to know where the nearest available car is located and consumers can use their membership cards to access the vehicles. BMW's participation with DriveNow will allow aspirational consumers to interact with the brand's vehicles, which may lead to loyalty among the drivers in their future.

### Drive now, buy later

The application allows consumers to view nearby vehicles and choose which model they are looking for. As of press time, only BMW 1 Series and Minis are available for car sharing. In Spring 2015, the fleet will also include BMW i3s.

In Islington, Hackney and Haringey, consumers will be able to access the cars. The park anywhere feature will allow drivers to use the cars for one-way trips and the one-time registration fee will encourage consumers to return to the service. Drivers pay-by-the-minute at a fee of about 0.60 cents-per-minute with an hourly cap at about \$31.



*In-app screen shot*

The application launched in London on Dec. 4 and the first 1,000 consumers received a free registration. DriveNow and BMW look to expand the services to other London boroughs in 2015.

Other drive share options have been appearing in the luxury vehicle market.

For instance, Fast Toys Club is a new Southern Californian business that offers a collection of luxury vehicles, exotic cars and race cars for its private membership to experience.

The fleet of vehicles is available for 100 days each year with monthly events that offer members exclusive opportunities to ride in a race car. Also, the club offers a Member Vehicle Share program that allows members to receive compensation for their cars and

try others' vehicles as well ([see story](#)).

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