

MOBILE

Rolls-Royce surprises car sharing consumers with chauffeured experience

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Rolls-Royce vehicle for DriveNow

By STAFF REPORTS

Rolls-Royce Motor Cars brought an elevated experience to users of the car rental DriveNow application with a free chauffeured driving service in East London.

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From April 1-3, consumers could search for the Phantom, Wraith and Ghost models on the map, hidden under code names Sir Henry, Charles and Eleanor, as a form of Easter egg hunt. For the consumers able to find and book the vehicles, they were given a complimentary taste of the Rolls-Royce experience.

Chauffeured commute

London-based DriveNow members are typically able to rent a BMW 1 series or a Mini Countryman for as long as they like. The entire process is handled via mobile, since consumers can find cars via a map within the DriveNow app and then unlock their car with their phone ([see story](#)).

As a special Easter promotion, DriveNow expanded its fleet with three Rolls-Royce vehicles. Instead of the typically time-based fee, those lucky enough to secure one of the

three traveled for free.

Also, instead of driving themselves, they were taken around town by a driver.



Rolls-Royce vehicles and chauffeurs

Riders who participated in #DriveMeNow were also be entered in a drawing for 500 free minutes of driving.

To spread the experience around to more consumers, DriveNow limited the chauffeured experience to 30 minutes. If consumers needed longer to get to their destination, the driver would take them to the nearest DriveNow car.

Finding the Rolls-Royce provided surprise and delight for consumers, prompting many to stop to admire the car or pose for a picture, which likely ended up on social media.



Consumers who found one of the Rolls-Royce vehicles

Other brands have previously rewarded those in-the-know with free driving services.

Men's online retailer Mr Porter, with mobile car service application Uber, created an easy way for Paris Fashion Week guests to travel around the city.

The five day alliance offered Paris Fashion Week attendees free personal chauffeur service in central Paris. The union of Mr Porter and Uber offered guests the ability to experience both brands in one occasion, likely leading to a positive combination of each brand's consumers ([see story](#)).

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