

AUTOMOTIVE

## BMW becomes latest luxury marque to launch subscription service

April 5, 2018



*Access by BMW will have two tiers of membership. Image credit: BMW*

---

By STAFF REPORTS

German automaker BMW has announced a subscription service that lets customers pay a monthly price in order to rent one of many cars from the brand's collection.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The program, dubbed Access by BMW, is rolling out in Nashville, TN first and will be administrated by local BMW dealers. Access by BMW can be accessed completely through a mobile application where customers can request its cars based on their planned usage and preferred models.

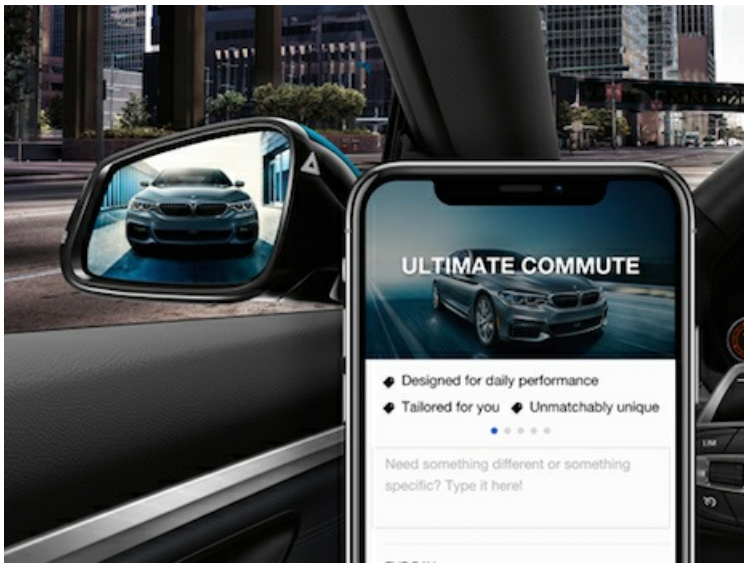
### Subscription services

BMW's latest effort to leverage its large collection of luxury vehicles for a live service comes in the form of Access by BMW.

In this program, customers are able to subscribe to the service in exchange for the ability to rent premium BMW cars for a time.

BMW will offer the service in two tiers, ranging from \$2,000 to \$3,700 per month. Enrolled customers will be able to order their preferred car from a local BMW dealer.

Customers must indicate which type of car they would like as well as how long they plan on using it. Once a car has been ordered, it will be delivered to their house by a BMW concierge, fully fueled and ready to go with their preferred settings already enabled.



*Access by BMW. Image credit: BMW*

The Legend tier offers a modest selection of BMW vehicles, while the M tier gives access to the most high-powered models in BMW's collection. BMW will add in additional tiers over time.

U.S. automaker Cadillac rolled out a monthly subscription option for car shoppers last year, taking car buying outside of the traditional purchase, financing or leasing model.

Book by Cadillac gives subscribers access to a range of vehicles for a flat fee of \$1,500, allowing them to swap out their car for particular uses or needs. Other categories in the luxury sector have discovered interest in subscription ownership, but Cadillac claimed the spot as the first luxury automaker to test out this model ([see story](#)).

German automaker Porsche also launched a subscription model of ownership for its vehicles in October of 2017.

Porsche Passport, available from Oct. 10 in Atlanta, allows enrolled consumers to rent up to 22 different models through a mobile app, allowing them to cater their car choice to their needs. As traditional car ownership becomes less of the norm, automakers are adapting their purchasing models to reflect consumer behavior ([see story](#)).

BMW is hoping to compete with these models from other luxury auto brands with Access by BMW.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.