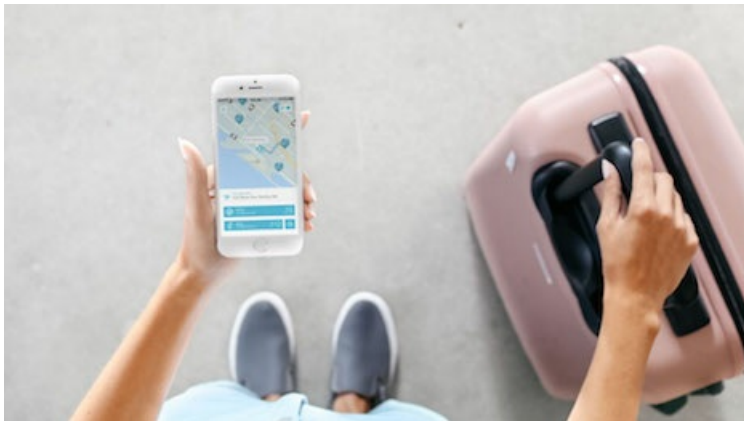


AUTOMOTIVE

BMW combines ride hailing and car sharing in ReachNow app

July 18, 2018



ReachNow is BMW's ride sharing app. Image credit: ReachNow

By STAFF REPORTS

BMW's car sharing application ReachNow has just introduced a new feature making it the first app to allow both ride hailing and car sharing in one.

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The decision is meant to turn the app into an all-in-one urban navigation center, allowing customers to borrow a car and drive themselves or order a car to come pick them up to navigate the city. The feature is currently only available in Seattle, WA.

"From day one, we've said that car sharing alone isn't enough to solve the transportation challenges facing major cities," said Dr. Simon Broesamle, chief customer officer at ReachNow, in a statement. "There are plenty of use cases for how people take advantage of a matrix of transit solutions from bikes and buses to ride share and ferries to make their way around their world every day.

"As the first company to bring together car sharing and ride hailing into one app, the new ReachNow experience is an important step in our commitment to a multimodal future."

Ridesharing

BMW is one of many luxury auto companies that have gotten into the ridesharing field opened by Uber.

The luxury automaker's ReachNow program was previously home to two services: ReachNow Drive and ReachNow Ride.

These two services allowed customers to rent a car or hail a car, respectively. Now, ReachNow has instituted a major app redesign, which will allow customers to do both things from one app.

Customers can select Drive or Ride within the app and begin the process of calling a car, which they can personalize further through a selection of choices related to the type of car and the interior.

Ridesharing has been a growing interest among the luxury auto world. BMW and Daimler, two of the biggest names in luxury automotive today, have announced that they are joining forces to merge their urban mobility and car-

sharing units.



BMW and Daimler are looking to challenge Uber and other startups. Image credit: BMW/Daimler

The two companies have both invested heavily in ridesharing services, smartphone applications for calling taxis and other on-demand mobility services. As car brands seek to compete with the likes of Uber and Lyft, this merger will allow them to pool their resources and present a stronger challenge ([see story](#)).

"For mobility services, a key metric is the number of trips a member takes with a service," said Dr. Bernhard Blttel, vice president of mobility services at BMW Group, in a statement. "ReachNow's multimodal service offering gives members more choice in how they get where they need to be by seamlessly integrating multiple services into one app.

"We believe this approach is critical to increasing loyalty, as members have no need to look elsewhere for their mobility needs," he said.

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