Flexible and sustainable mobility for urban areas.

DriveNow

ANNUAL POLIS CONFERENCE
6-7 December 2017, Brussels
Innovation in Transport for Sustainable Cities and Regions
Situation Today: A city built around cars.
Global Megatrends reshape the World. Urban mobility is changing.


ACCELERATING URBANIZATION

DEMOGRAPHIC & SOCIAL CHANGE

TECHNOLOGY ADVANCEMENT

People Living in Urban Areas:

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td>30%</td>
</tr>
<tr>
<td>2016</td>
<td>50%</td>
</tr>
<tr>
<td>2030</td>
<td>63%</td>
</tr>
</tbody>
</table>

The number of cars purchased by people aged 18 to 34 fell by almost 30%.

unique mobile users: 4.917 billion 66% penetration

A new digital economy is taking shape.

New mobility solutions are required.

DriveNow Business Model: Easy and intuitive.

Example: City of Berlin

City of Berlin
892 km² size
3.5 Mio. inhabitants
1.2 Mio. vehicles

Business Area
155 km² size
1.7 Mio. inhabitants
1,300 DriveNow vehicles

Cars are distributed all over the business area without fixed rental stations

Find a car
Open
Reserve
Close

Rental process via app
• On-off registration fee
• Payment by the minute or by the hour
• No monthly or yearly fixed costs

Pay-per-Use price model

Example: City of Berlin

Berlin

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Since the start in June 2011 DriveNow has become available in 13 cities across nine European countries.
DriveNow has already reached significant market penetration and is continuously converting new market potential.

DriveNow Customers
[in % of city’s inhabitants]

Benchmarks

Car Sharing Market (Shortterm Forecasts)
18% 17%

+2,1 Mio. Customers

Shortterm target is to bring all cities to Munich’s market penetration

DriveNow is the perfect complement to existing mobility offers...

Average Urban Journey Length

<table>
<thead>
<tr>
<th>COST &amp; CONVENIENCE</th>
</tr>
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<tbody>
<tr>
<td>Walk</td>
</tr>
<tr>
<td>Bike</td>
</tr>
<tr>
<td>Bus</td>
</tr>
<tr>
<td>Tram</td>
</tr>
<tr>
<td>Scooter</td>
</tr>
<tr>
<td>Taxi</td>
</tr>
<tr>
<td>Hailed Taxi</td>
</tr>
<tr>
<td>Shared Car (Flexible)</td>
</tr>
<tr>
<td>Shared Car (Point 2 Point)</td>
</tr>
<tr>
<td>Shared Car (Round Trip)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1 km</th>
<th>2 km</th>
<th>5 km</th>
<th>10 km</th>
<th>15+ km</th>
</tr>
</thead>
<tbody>
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...and delivers **solutions** for various inner-city problems.

1. Reduction of inner-city traffic.

2. Reduction of parking pressure.

3. Reduction of emissions.
DriveNow is complementing the mobility mix in cities boosting intermodal mobility.

“AVERAGE VEHICLE USAGE RATES ACROSS EUROPEAN CITIES

- Non-DriveNow Members
  - Car (excl. DriveNow): 34%
  - Bike / Walk: 30%
  - Public Transport: 36%

- DriveNow Members
  - Cars (incl. DriveNow): 25% (-9%)
  - Bike / Walk: 37%
  - Public Transport: 38%

“The overall amount of vehicle km traveled in the City of Munich has been reduced by ca. 41.000.000 km per year due to the existence of car sharing”

Source: EVA-CS: Evaluation CarSharing Study by the city of Munich
Through several technological innovations, DriveNow diminishes park-search traffic.

DRIVENOW IS OFFERING CARS AT THEIR DESTINATION BEFORE ARRIVAL.

DRIVENOW IS DETECTING VEHICLES IN PARK-SEARCH TRAFFIC...

...rerouting to parking infrastructure nearby

...utilizing probabilities and real-time information

Mobility Station
Charging Station
Car Park
Parknav
Siemens Pilot Project

Inner-city traffic
Parking pressure
Emissions
One DriveNow vehicle already replaces up to six private cars – and is significantly higher utilized.

**STUDY**

DriveNow cars

<table>
<thead>
<tr>
<th>Ø 3-5h driving</th>
</tr>
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</table>

Privately owned cars

<table>
<thead>
<tr>
<th>Ø 23 h parked</th>
</tr>
</thead>
</table>

DriveNow vehicles occupy less parking space than privately owned cars due to their higher utilization.

Source: EVA-CS: Evaluation CarSharing Study by the city of Munich
DriveNow vehicles produce both less noise and air pollution than most privately owned vehicles.

From...
- Average vehicle age: 9-11 years
- Average CO₂ emission: 189 g/km
- Average noise level: About 70 decibels

...to
- Average vehicle age: 5-6 months
- Average CO₂ emission: 99 g/km / all vehicles EU6-norm
- Average noise level: About 56 decibels

The average CO₂ emission of a DriveNow vehicle is 48% lower as compared to privately owned vehicles.
To intensify the sustainable effects, DriveNow offers electric vehicles in all of its cities.

**DRIVENOW IS ONE OF THE KEY DRIVERS OF ELECTRIC MOBILITY**

<table>
<thead>
<tr>
<th>Example: City of Hamburg</th>
<th>2017</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>DriveNow EV-Fleet</td>
<td>70</td>
<td>550</td>
</tr>
<tr>
<td>Charging Points</td>
<td>252</td>
<td>1.150</td>
</tr>
</tbody>
</table>

- **>2 Mio.** electric drives
- **>2.500 tons** CO2 saved
- **1.000+** electric vehicles
- **350.000+** initial contacts
Our Vision: A city built around people.