

## Press Release

### Dolce Vita on German Streets - SHARE NOW Adds the Fiat 500 to the Fleet

- **More variety and choice with 650 Fiat 500 vehicles in four locations nationwide**
- **Total of 185 vehicles for Cologne and 260 for Berlin by the end of the year**
- **Fleet portfolio now includes 22 models from BMW, Mercedes-Benz, MINI, smart and Fiat**

**Berlin, October 8, 2020** – SHARE NOW, market leader and pioneer of free-floating car sharing, is expanding its fleet portfolio consisting of BMW, Mercedes-Benz, MINI, and smart vehicles with the Fiat 500. As of October 8 the stylish four-seater will be bookable via the SHARE NOW app for a minute rate starting at 0.19 Euro. By the end of the year, a total of 650<sup>1</sup> vehicles of the Italian manufacturer will be infleeted in four German locations. This corresponds to around 11 percent of the total fleet in Germany.

The new vehicle model will be successively added to the fleet on a monthly basis. The cities Berlin and Cologne will start in October with 20 and 45 vehicles respectively. Frankfurt will follow with 30 and Munich with 80 cars. The 1.4 million SHARE NOW customers in Germany will then have another attractive car available that is suitable both for a short drive through the city and for a longer weekend trip.

#### **Attractive Fleet Mix**

With the Fiat 500, the SHARE NOW fleet has a total of 22 different vehicle models. “SHARE NOW is continuously working to improve its service. In this context it is important to be open for further developments of the product. This is exactly where we start with the introduction of the Fiat 500”, says Olivier Reppert, CEO of SHARE NOW. “With the new model we are increasing the choice for our customers and making our fleet more attractive.”

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<sup>1</sup> Total distribution of vehicles in the cities: Berlin 260, Cologne 185, Munich 175, Frankfurt 30

The Fiat 500 has four seats and a dualogic gearbox that enables switching between manual and automatic gears. The model is also equipped with a navigation system. The rental can be started and ended as usual via the SHARE NOW app.

Further information about the new vehicle model can be found [here](#).

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#### **About SHARE NOW**

As market leader and pioneer of free-floating car sharing, SHARE NOW is represented in 16 major European cities with around 12,000 vehicles, including 3,300 electric vehicles. Around three million customers already use the service. SHARE NOW offers a sustainable solution for urban mobility and makes a significant contribution to reducing traffic congestion in cities. Each car sharing car replaces up to six private cars in urban traffic. SHARE NOW operates purely electric fleets in four locations and is with a total of six partially electric cities Europe's largest provider of electric free-floating car sharing. The fleet portfolio consists of vehicles of the brands BMW, Fiat, Mercedes-Benz, MINI and smart. The company is one of five mobility services that emerged in 2019 from the joint venture between the BMW Group and Daimler AG. The company is based in Berlin.

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