ReachNow
Mobility services by BMW

Electrifying Shared Mobility
Car share is growing, for good reason

- Removes old, polluting cars
- Reduces GHG
- Increases spendable income

Car Sharing Users Worldwide (millions)

- 2015: 5.8
- 2021: 35

Portland has been car sharing for almost two decades

A city where sustainability is a lifestyle.

America’s Greenest City rankings: Travel+Leisure: #1; Popular Science: #1; WalletHub: #2; ACEEE: #8
April 8th 2016
Launched Car Sharing in Seattle

Sept 20th 2016
Launched in Portland
28K Members

Nov 20th 2016
Launched in Brooklyn
37K Members

Today
50K+ Members
3.5MM miles driven

Electrifying Shared Mobility | EVRM 2017
How it works – app-based system.

- Register in minutes.
- Choose from 100’s of vehicles.
- Reserve up to 30 minutes in advance.
- Unlock using App or Key card.
- Pay per minute used.
10% of fleet is electric in PDX and SEA

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<tr>
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<th>PDX</th>
<th>SEA</th>
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<tbody>
<tr>
<td>i3s</td>
<td>30</td>
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<tr>
<td>Fast chargers in use</td>
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<td>5</td>
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<tr>
<td>Avg. Drive Time</td>
<td></td>
<td>19 minutes</td>
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<tr>
<td>Charge time (80%)</td>
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<td>30 minutes</td>
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Exposure to EVs Drives Demand.

As a result of my exposure to plug-in hybrid electric vehicles through carsharing, my desire to own one is now...

41%

Source: Transportation Sustainability Research Center (TSRC) UC Berkeley
Customers walk farther for an EV.

- Distance to vehicle is supremely important
- Battery/range is not an obstacle
- Driving behavior similar between ICE and BEV

Source: TRB Study August 2016 (DriveNow), Bogenberger, Niels
Partners and customers have responded to EVs

- Removing charging barriers
- Marketing sustainability
- Coordination with corporate messaging; awareness of technology
- Convenient extended test drive capabilities
- Lead generator for dealers
- Forth EV Showcase
- First mile/last mile with TriMet and Biketown
- Supports State and City goals for climate action and EV mobility
- Electric Byways, eco-tourism, Plug+Pinot
DriveNow has put 150,000 butts in seats.

- Promote greater appreciation of these technologies.
- Facilitates long-term exposure and learning with EV vehicles.
- Over time, act as gateways to improving market penetration of EVs.

Source: 2015 S. Shaheen, E. Martin, and A. Bansal, UC Berkeley
Electric car sharing has challenges

- Purchase price and resale value.
- Additional fleet operating costs associated with charging efforts.
- Energy management
- Insufficient DC charging infrastructure leads to backhauling.
- Investment in infrastructure
- Rates vary between providers.
- Member knowledge about electric driving/range constraints.
Thank you.