



## Brisa launches DriveNow car sharing service in Lisbon

**A concept of car sharing with German technology and Portuguese soul will be available in Lisbon, from September 12. Customers who join DriveNow by that date will have free registration and a 20-minutes driving offer.**

Lisbon will be the first Iberian city with DriveNow service, an innovative, flexible and simple concept of urban mobility, resulting from a partnership between DriveNow and Brisa.

This service will place 211 cars of the BMW and Mini brands, including electric vehicles, for use in Lisbon by all customers registered at [www.drive-now.pt](http://www.drive-now.pt). It is a new urban mobility solution that provides an alternative to individual car transport, which contributes to greater freedom of choice and greater efficiency of the Lisbon transport system. DriveNow is a service open to all residents and visitors of the city of Lisbon.

DriveNow customers are entitled to an all-inclusive (fuel, insurance and parking) car sharing service, based on the concept of free floating car sharing, where you can leave or pick up the car, anywhere within the operating area, With payment of 29, 31 or 34 cents per minute and without annual costs or other commissions.

The service is supported in one app, available in Google Play and iTunes stores. Via Verde customers benefit from an integrated solution for the registration and payment of DriveNow. DriveNow has already more than 960,000 customers all over Europe.

In Lisbon, the operating area covers 48 square kilometres at the beginning, reaching from east to west and north to south of the city, ensuring service in its busiest and most sought after areas.

As an example, a trip from Saldanha to Belem will cost between 5 and 7 euros, and a trip from Alvalade to Martim Moniz will cost between 4 and 5 euros and a trip from Lisbon Airport to the Marquis of Pombal will cost between 4 and 6 euros. Pick up and drop off at the airport will be available at a later state.

30 de Agosto de 2017

[www.brisa.pt](http://www.brisa.pt)  
136-INST-dmi-17

**ASSESSORIA DE IMPRENSA**  
Franco Caruso  
+351 21 444 9569  
[franco.caruso@brisa.pt](mailto:franco.caruso@brisa.pt)

Diogo Fernandes  
+351 21 318 79 22  
[diogofernandes@unimagem.pt](mailto:diogofernandes@unimagem.pt)

The pre-launch campaign is already ongoing. During this phase, registering is for free and include 20 driving minutes in addition.

To download more content please visit [www.drive-now.com/pt/en/press](http://www.drive-now.com/pt/en/press).

### **About Brisa**

Brisa Group was founded in 1972 and it presently operates over 1600 km of toll motorways in Portugal. Brisa is today the largest Portuguese private transport infrastructure operator and an international reference in its sector for its operative efficiency, its advanced electronic toll



collection and active traffic management technology solutions, as well as for its innovative approach to Mobility-as-a-Service. Brisa Group was a world leading pioneer in electronic toll collection solutions, through its Via Verde brand, which is presently widening its services offer to urban mobility and shared and connected mobility services.

#### **About DriveNow**

DriveNow, the car sharing joint venture of the BMW Group and Sixt SE, is available in various European cities and offers a range of high-quality premium vehicles of the BMW and MINI brands to rent, based on the free-floating principle. The vehicles can be hired and returned independent of location within a defined business area. More than 960,000 registered customers find and reserve vehicles using the DriveNow App or website, and are able to use the service across multiple cities. DriveNow operates a fleet of around 5,700 vehicles in Munich, Berlin, Dusseldorf, Cologne, Hamburg, Vienna, London, Copenhagen, Stockholm, Brussels, Milan and Helsinki. In all of these cities, electric BMW i3 models are available. Several studies have proven that one DriveNow vehicle replaces at least three private cars. DriveNow therefore contributes to easing the traffic situation in cities.

30 de Agosto de 2017

[www.brisa.pt](http://www.brisa.pt)  
136-INST-dmi-17

**ASSESSORIA DE IMPRENSA**  
Franco Caruso  
+351 21 444 9569  
[franco.caruso@brisa.pt](mailto:franco.caruso@brisa.pt)

Diogo Fernandes  
+351 21 318 79 22  
[diogofernandes@unimagem.pt](mailto:diogofernandes@unimagem.pt)