






Car As A Service Today, Mobility As A Service Tomorrow.

Steve Banfield, CEO

Mobility services by   



ReachNow Mission.

Our mission is our members.

Our mission is to empower members to move seamlessly through their world and experience the people and places that matter most to them.





What Is ReachNow?

The folks that don't want to sell you a car.

- ReachNow is a wholly owned subsidiary of BMW Group*.
- We operate multi-modal services in Seattle and Portland including car sharing, ride sharing, long term rental and mobility subscriptions.
- Our fleet is BMW, MINI and BMW i vehicles.
- We are headquartered in Belletown.

* for now, more on proposed BMW/Daimler JV later



ReachNow 101.

A short history lesson.

- 2012: San Francisco.
- 2015: Move to Seattle.
- 2016: Seattle.
- 2016: Portland.
- 2016: Brooklyn.
- 2016: Ride, Share, Reserve, Fleets.
- 2017: Ride scaling, Pass pilot.
- 2018: ReachNow Unified, Ride expansion, Brooklyn suspension.
- 2019: JV (proposed), Expansion.





The Future of Mobility Services.

ReachNow will address each element of ACES.

Autonomous.

Connected.

Electric.

Shared.





Our Ecosystem.

ReachNow Car Sharing.

- Free Floating Car Sharing.
- Is the foundation for the entire ReachNow Ecosystem.
- We've invested in deploying public charging stations across the city to facilitate EV and PHEV deployment.
- Dedicated parking at Pacific Science Center, Northgate Transit Center.
- \$0.45 driving, \$0.10 parking, \$15 for 1st hour



Our Ecosystem.

ReachNow Residential.

- Station based car sharing located in business and residential buildings.
- Operational in Seattle at West Edge apartments, looking for additional partner buildings in Seattle and Portland.
- Residents have exclusive access, but cars must be returned to origin in order to end rental.
- Members are also ReachNow members and can use any free floating car as well as ReachNow Ride.



Our Ecosystem.

ReachNow Reserve.

- Long term rental using ReachNow free floating car share fleet.
- Discounted pricing for longer trips.
- Trips must start and end in free floating home areas but can go anywhere – mountains, beach, etc.

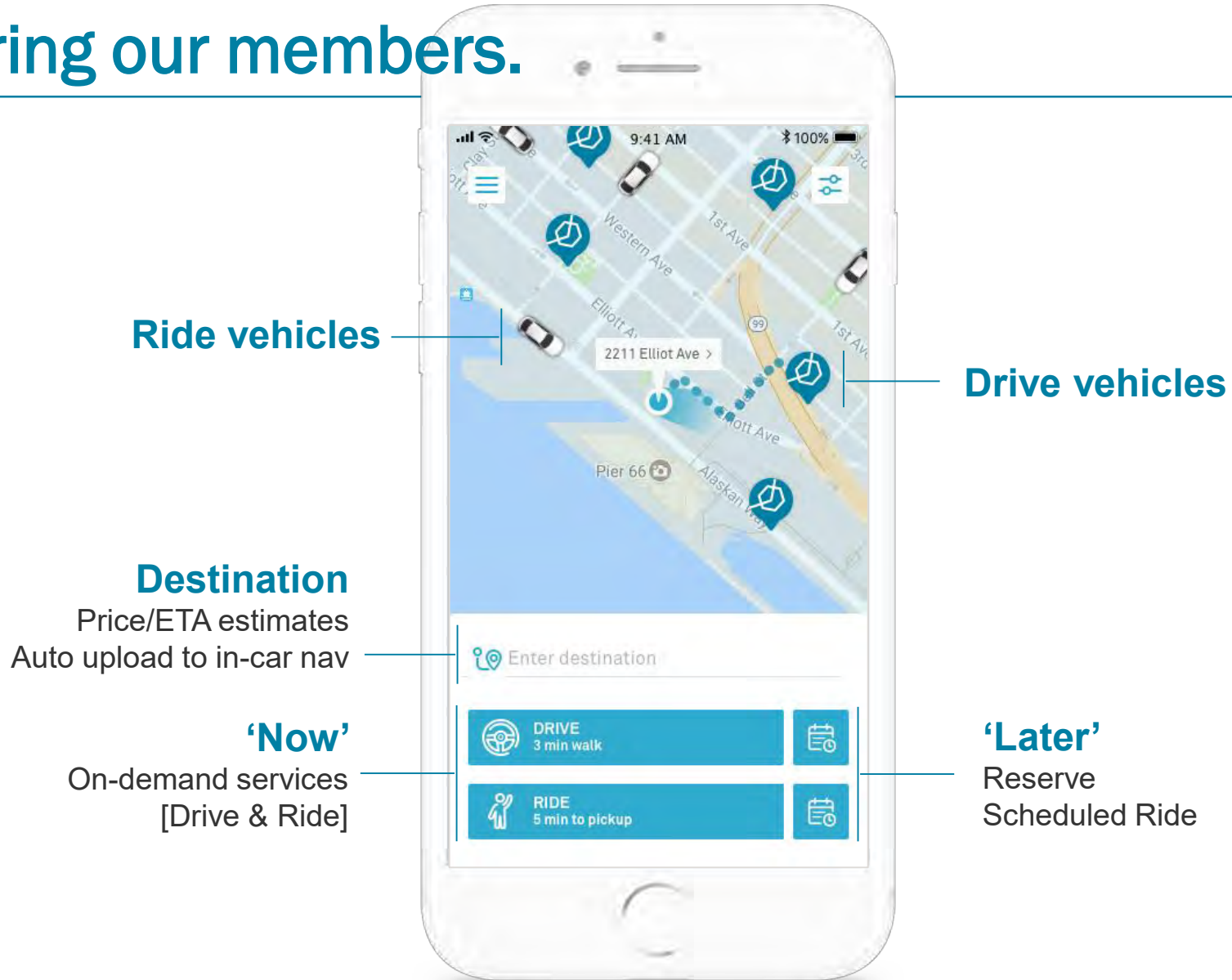


Our Ecosystem.

ReachNow Ride.

- Ride sharing integrated into single app with Drive.
- Utilizes the single ReachNow fleet.
- Always a BMW 3 series, 3 series PHEV or X1.
- No surge pricing.
- We provide car, gas and insurance and ReachNow pays its drivers a living wage.
- Available across Seattle, drop off anywhere in Seattle or at SeaTac airport.
- In 2019 we'll expand to allow pickups and drop-offs outside Seattle and pickups at SeaTac airport.

One Ecosystem, One App. Empowering our members.



Ecosystem and Loyalty Program



Drive yourself

Short-term

Long-term

Short-term & Long-term

Drive

Reserve

Fleet Solutions



Moving about the city.

Weekend getaways.

Shopping and day trips.

Business meetings.

Be driven

Short-term

Ride



Commuting, night out & trips to the airport.

Rent out

Long-term

Share

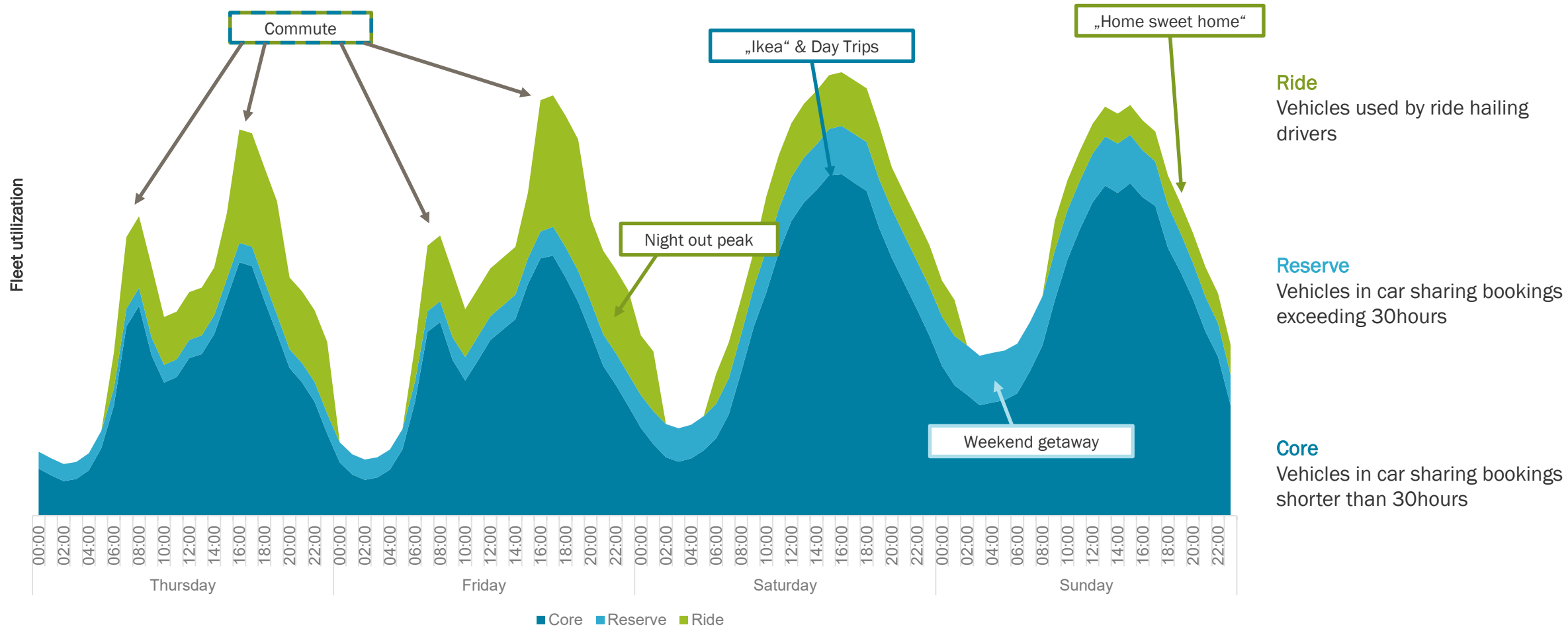


Generate income by renting out your car.

Pass (Mobility Wallet and Subscription)

Our Ecosystem Services Complement Each Other.

Not more cars, just cars used more efficiently.

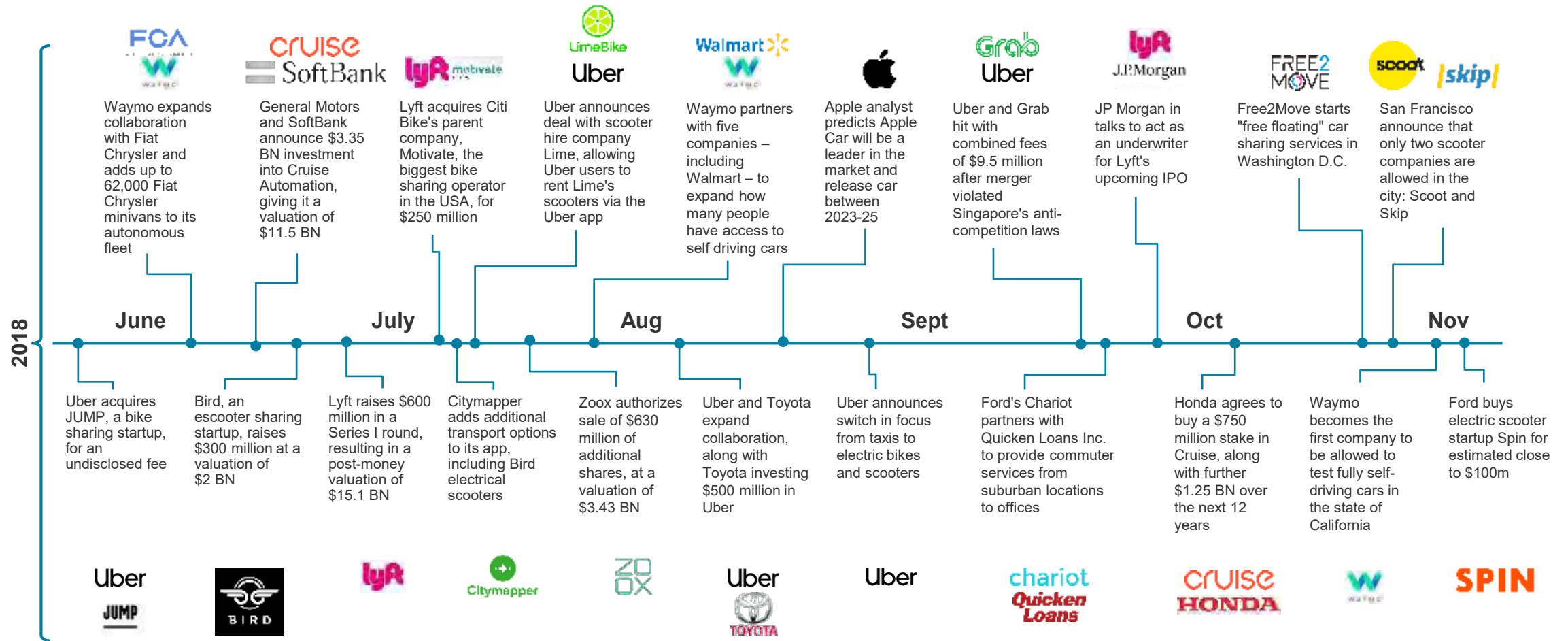




Mobility Market Acceleration In 2018.

We're part of a rapidly growing transportation market.

Non-exhaustive





Proposed BMW/Daimler JV.

Combining best in class teams and services.

CarSharing

DriveNow



Multimodal

ReachNow



Ride-Hailing

mytaxi



taxibeat



Charging

ChargeNow



Parking

ParkNow



Worldwide footprint – local businesses.

At scale and growing mobility services in NA, EU and Asia.





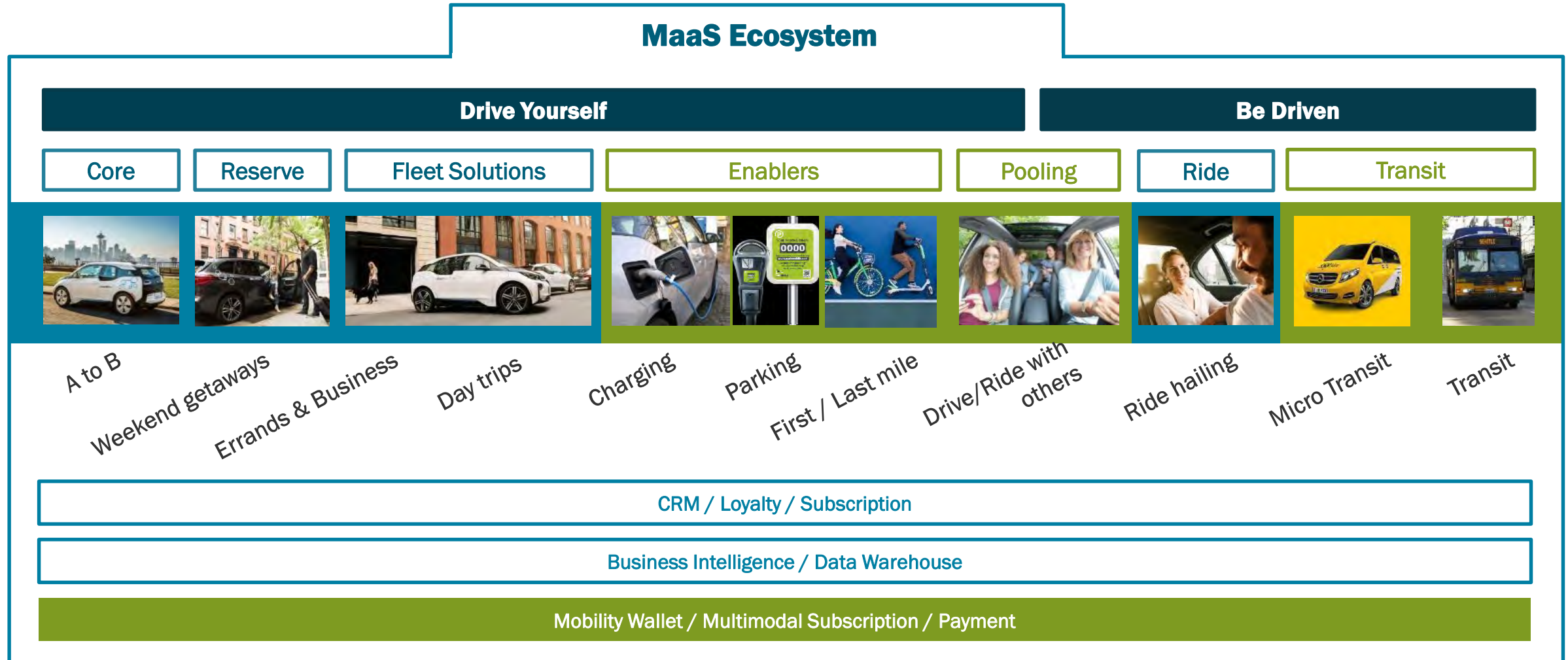
Mobility As A Service.

Defining the future of urban travel.

Mobility as a Service (MaaS) is a combination of public and private transportation services within a given regional environment that provides holistic, optimal and people-centered travel options, to enable end-to-end journeys paid for by the user as a single charge, and which aims to achieve key public equity objectives.

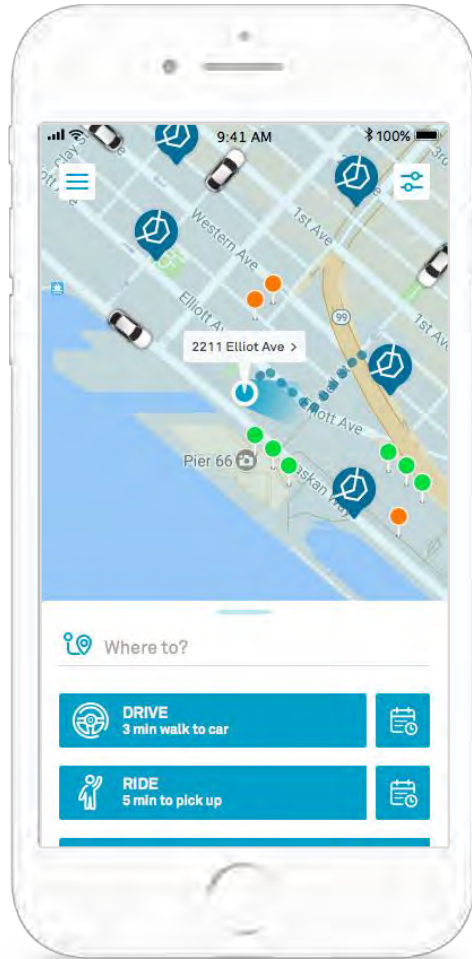
ReachNow in the BMW/Daimler JV: From CaaS to MaaS.

A complete multi-modal mobility ecosystem.

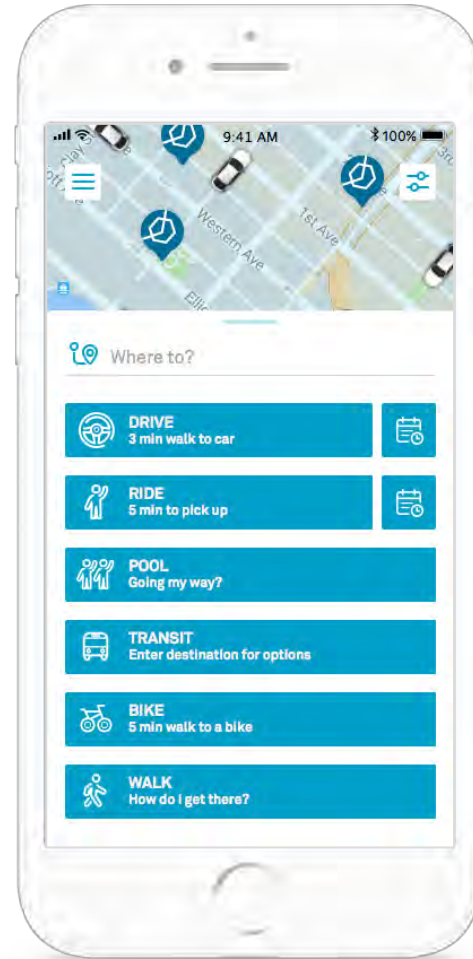


Designed for Multimodal Expansion.

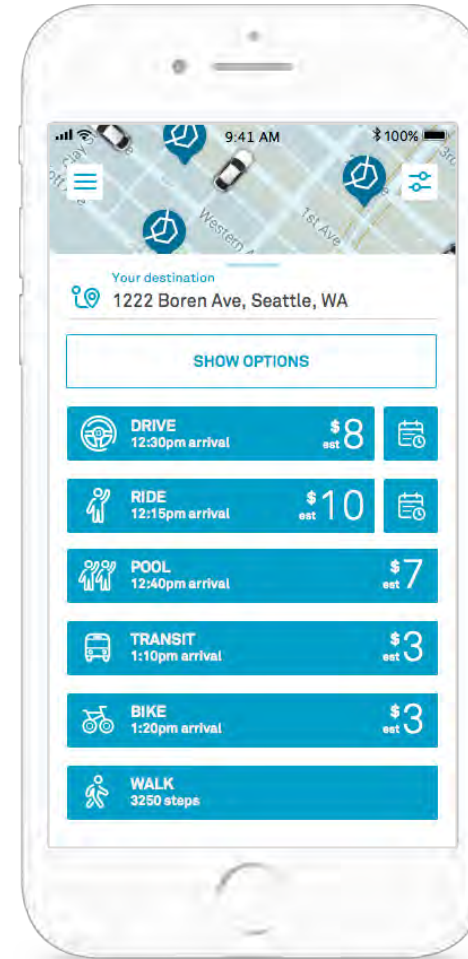
Future options could include biking, pooling and transit.



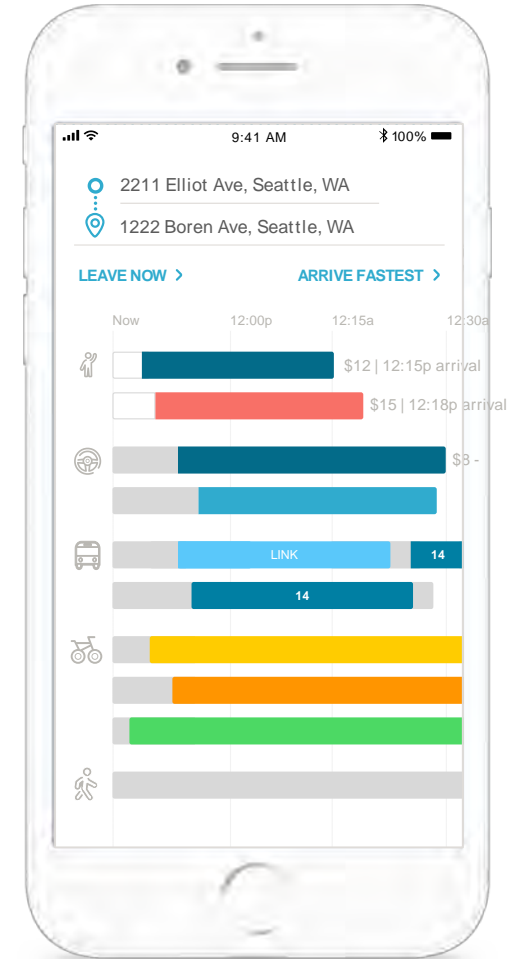
Unified view of your options



Customize your mobility options



Get time and cost estimates



Compare options on a timeline



**BMW, MINI or BMW i.
Big or Small.
Gas or Electric.
Short Commute or Long Weekend.
Take Control or Ride Relaxed.**

ReachNow Is About Choices.





ReachNow

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