BMW GROUP
Corporate Communications

Media Information

BMW Group takes top prize at the 2012 Corporate Entrepreneur Awards for premium car-sharing joint venture DriveNow.

Jury impressed by willingness to trial new models of mobility.

Munich. DriveNow, the premium car-sharing joint venture by BMW Group and Sixt AG, was acknowledged as the best new corporate venture at the 2012 Corporate Entrepreneur Awards by Market Gravity and Wired Magazine. More than 200 business leaders and entrepreneurs gathered at the Design Museum in London to celebrate the individuals and organisations that are transforming the business landscape and delivering breakthrough growth in large businesses through innovative ventures, reinventions and a forward-thinking culture.

The judges were especially impressed by the way BMW Group is challenging the traditional vehicle ownership model and by its willingness to trial other models. This was viewed as outstanding in an industry that is notoriously competitive. “We are aiming to become the leading provider of both premium vehicles and premium services for personal mobility”, says Dr. Bernhard Blaettel from BMW Group. “Our goal is to get our customers to their destinations faster, more reliably and in greater comfort. DriveNow stands only at the beginning of many innovations we will be launching under BMW i.”

Phil Clarke, partner at Market Gravity, was impressed by the high quality of all the nominations received this year. “It’s incredible to see the calibre of innovation happening across Europe. Market Gravity was founded and exists to help corporate entrepreneurs in their game-changing business efforts, so it’s exciting to be able to honour their work. It takes an entrepreneurial mindset and real determination to grow new businesses from within, and success provides jobs and prosperity in Europe and beyond.”

About DriveNow

The DriveNow premium car-sharing model is a modern mobility concept that combines high-quality vehicles and service with simple, flexible usage. DriveNow is the first car-sharing concept to focus consistently on highly-efficient premium vehicles and comprehensive service. DriveNow was launched in Germany in June 2011 as a car-sharing joint venture between the BMW Group and the car rental company Sixt AG. The BMW Group offers DriveNow under its BMW i sub-brand. BMW i also delivers innovative mobility services that reinforce the BMW parent brand's position as a sustainable, future-oriented brand.
DriveNow now has almost 60,000 members and is available in Munich, Berlin, Cologne, Düsseldorf and San Francisco.

About the Corporate Entrepreneur Awards

In its third year, the Corporate Entrepreneur Awards recognise and celebrate the achievements of individuals and teams who are working hard within large companies to deliver game-changing innovation and growth. Winners were recognised in four categories: best new corporate venture; best reinvention of an existing product or service line; best example of building an entrepreneurial culture; and a new award for 2012, the Wired People's Choice Award, voted by attendees at the event. More than 30 brands submitted nominations across the categories.
The Corporate Entrepreneur Awards are by Market Gravity, a specialist consultancy focused on growth and innovation and Wired Magazine, a monthly publication that reports primarily on the effects of science and technology.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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