

# Digital e sharing

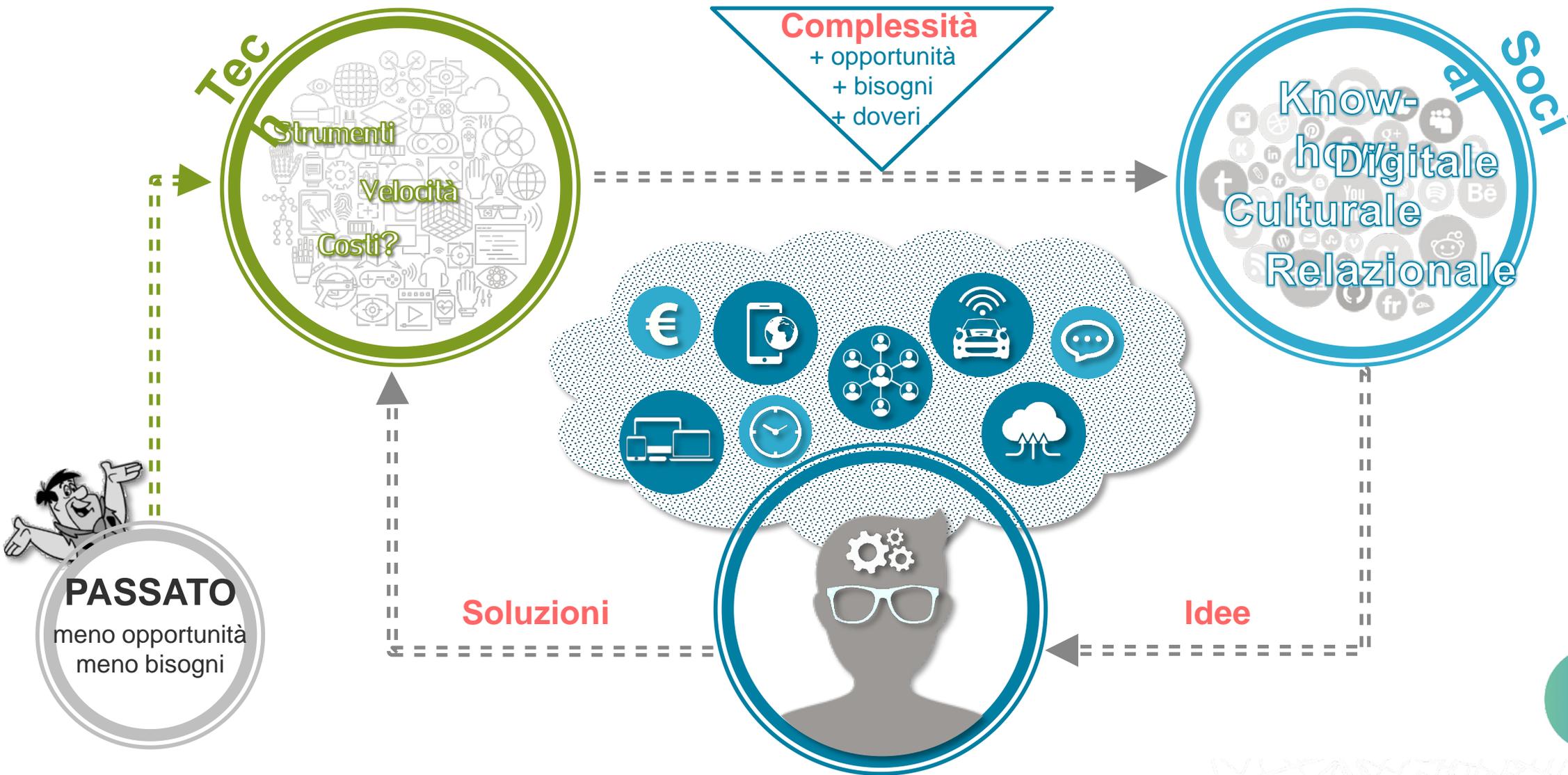
L'esperienza DriveNow



Deutsch-Italienische  
Handelskammer  
Camera di Commercio  
Italo-Germanica

# EVOLUZIONE DI UN SISTEMA COMPLESSO

## RISCHI E OPPORTUNITÀ



# DALL'AUTO DI PROPRIETÀ ALLA M.A.A.S.

## LA MOBILITÀ CHE SI TRASFORMA



**Monogama**



**Affettiva**



**Analogica**



**Multimodale**



**Mobility as a service**



**Digitale**



# IL CAR-SHARING DEL GRUPPO BMW

## UN PROGETTO INTERNAZIONALE



**> 1 Milione**

Clienti in Europa



**13**

Città europee



**6.250**

Veicoli



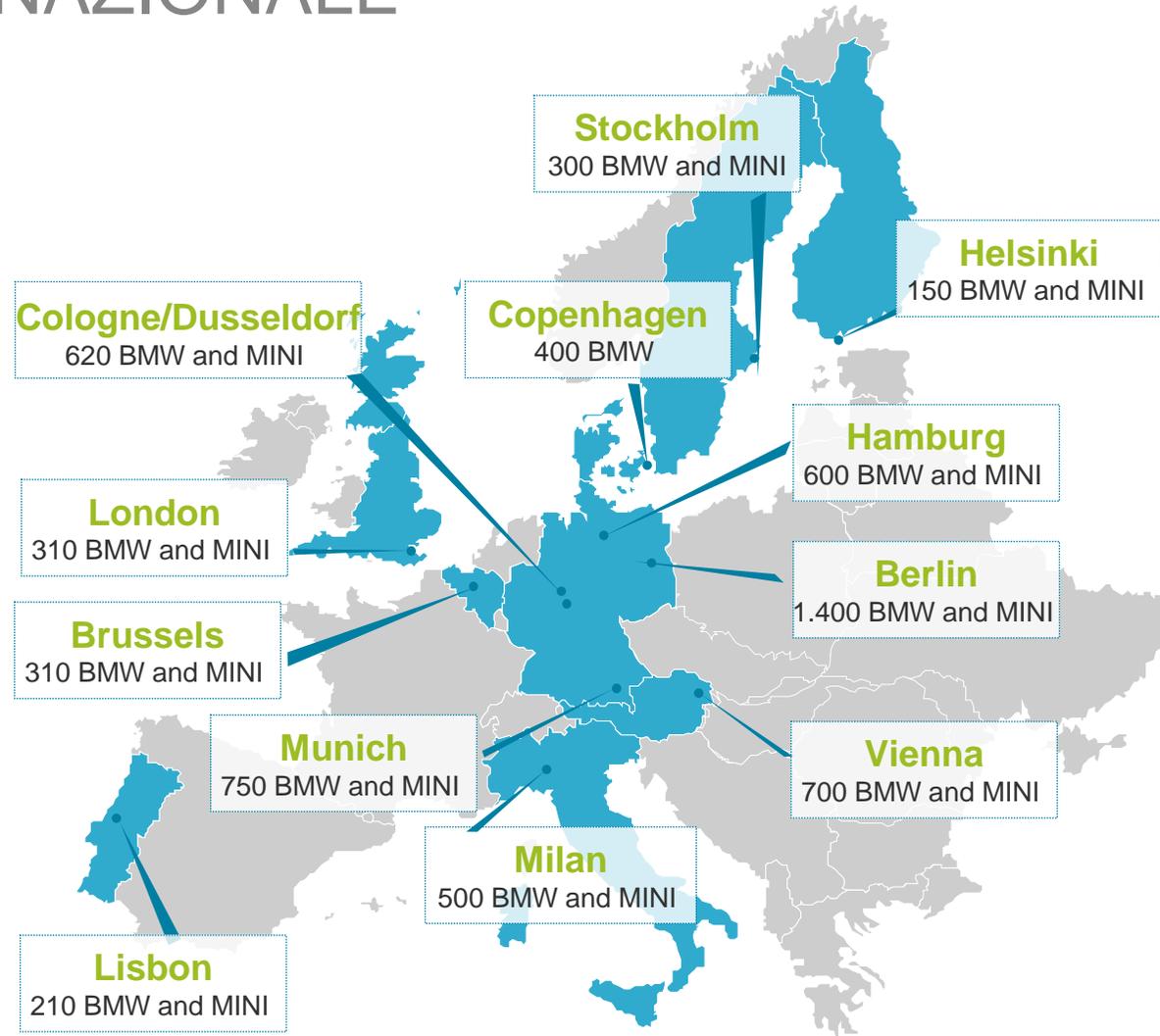
**20%**

Vetture elettriche



**> 15.000**

Auto private sostituite



# DRIVENOW A MILANO

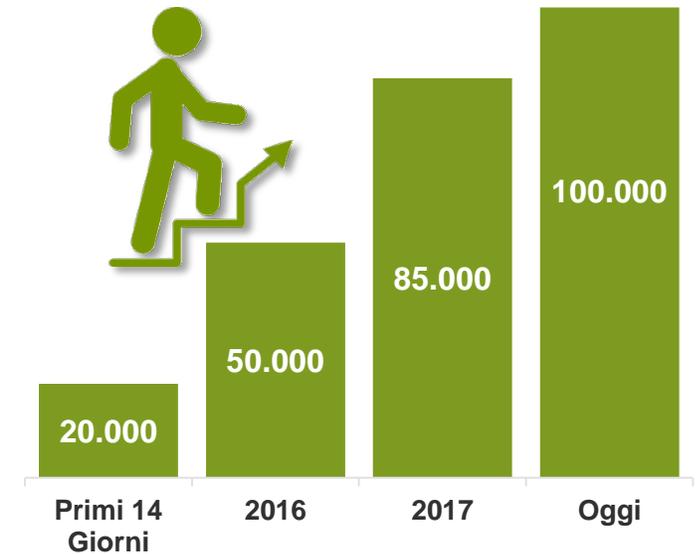
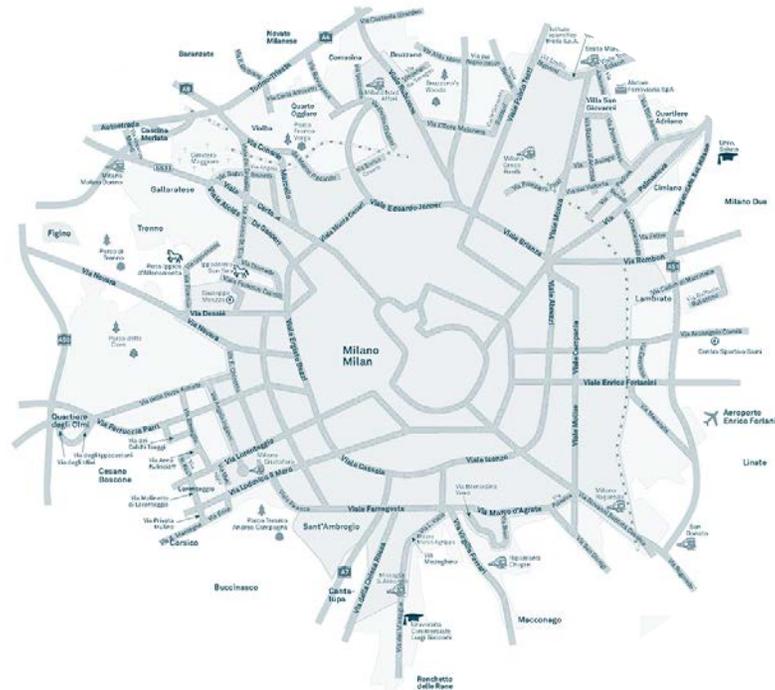
DA OTTOBRE 2016



500 veicoli

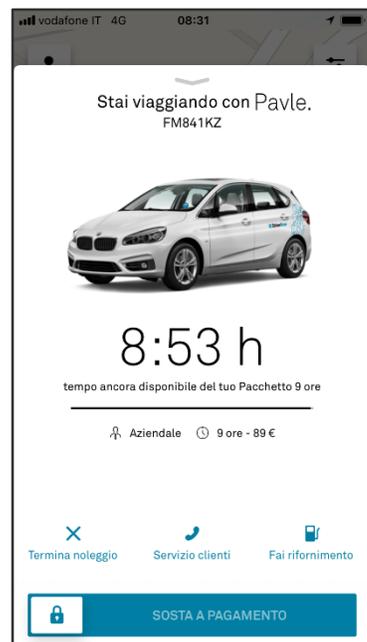
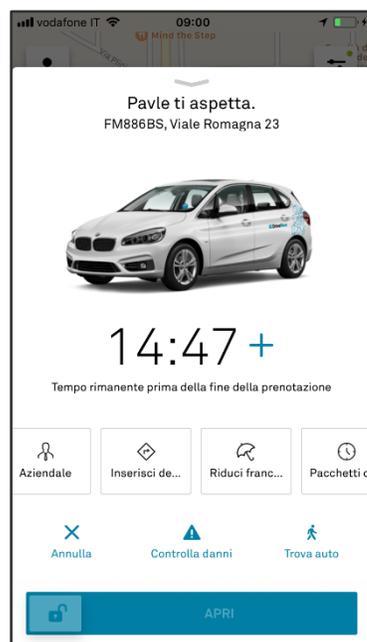
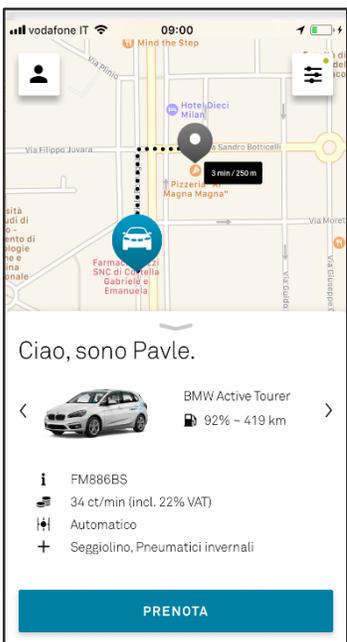
126 Km<sup>2</sup>

100.000+ Clienti



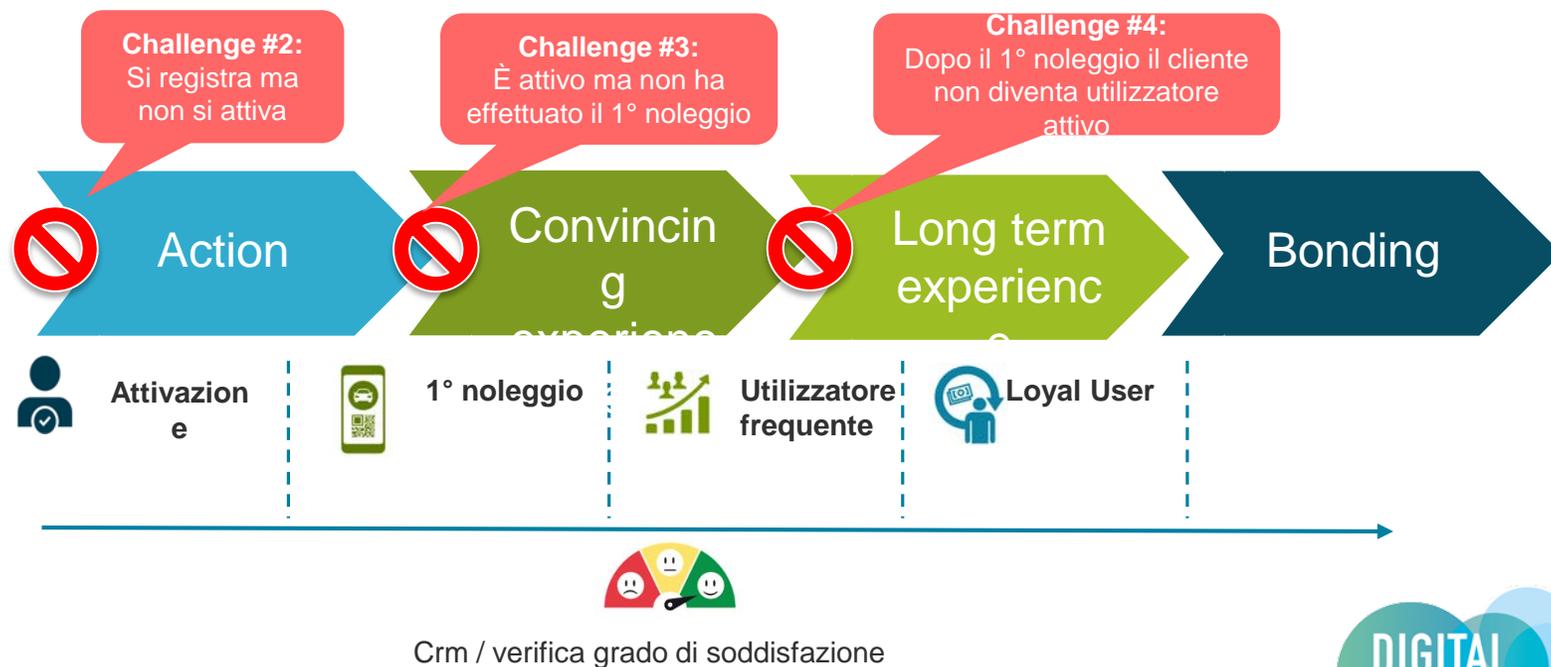
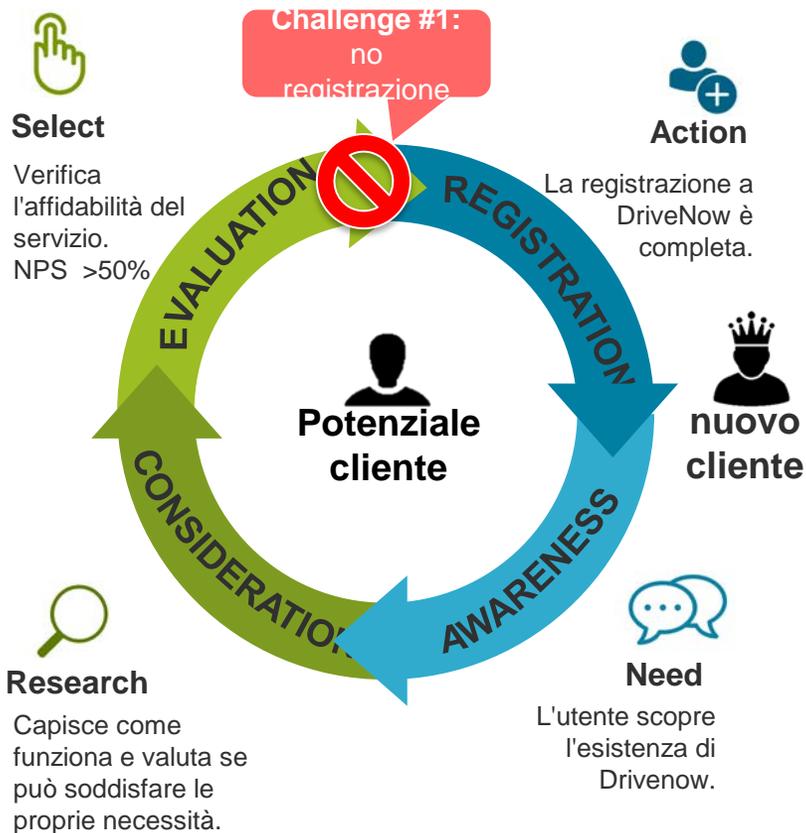
# IN VIAGGIO SULL'APP

## CUSTOMER JOURNEY COMPLETAMENTE DIGITAL



# IL DIGITAL HA ESTESO LA CUSTOMER JOURNEY

## ESPERIENZA CLIENTE



# IL NUOVO MARKETING DIGITALE

## IL CLIENTE PROMOTER



La guida dell'auto  
Esperienza analogica

Condivisione sui  
social  
Esperienza digitale



# IL NUOVO MARKETING DIGITALE

## INFLUENCERS O AMBASSADORS?



### INFLUENCERS

**My Fantabulous World**  
1 marzo alle ore 14:32 · 🌐

Special thanks to DriveNow, the new car sharing service in #Milan!  
#DriveNow gave me the chance to move quickly, comfortably and with style in the streets of the city without losing any events and shows during Milan Fashion Week! Read the full article on [www.myfantabulousworld.com](http://www.myfantabulousworld.com) • #mfw #drivenowita #miniclubman #milanofashionweek

Visualizza traduzione



Cost



Potential reach



Interactions



Audience increase



Registrations

### AMBASSADORS



77%

Alto livello di istruzione



74%

Utilizzatori principali: uomini | 25-45



+15%

Abitano nel centro della città



13%

Utilizzatori business



+20%

Potenziali social influencers





## Grazie per l'attenzione

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Managing Director

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Carsharing by

