



PRESS RELEASE

Sixt meets the automotive world

- **The mobility service provider is a partner of the International Motor Show (IAA)**
- **Premium car sharing service DriveNow featured on the Sixt stand with a BMW i3 electric car**

Frankfurt am Main, 16 September 2015 – Sixt is keeping people mobile at the IAA. The global mobility service provider is a partner of the International Motor Show in Frankfurt am Main (17 to 27 September 2015) and will have its own stand in the **BMW hall** (Hall 11, Stand F02). In this space, Sixt will present its latest products and services to an international audience. Sixt is the only car hire company to organise a complete on-site service station for visitors to the exhibition and is offering a **15 per cent discount** on every rental during the event.

DriveNow will also have a presence on the Sixt stand. The premium car sharing company, operated by Sixt in collaboration with BMW, is presenting vehicles such as the **BMW i3** – a model that DriveNow added to its fleet this year in Berlin, Munich, Hamburg, London and Copenhagen. Furthermore, visitors to the exhibition will be able to **register for free** as users of the car sharing service. With 500,000 members, DriveNow is one of the world's largest car sharing companies. It is available in nine cities across Europe and the United States.

Regine Sixt: 'We are delighted to be appearing once again as a partner of BMW at the International Motor Show. Both companies have a strong brand name and have been cooperating successfully for many years, always providing their customers with innovative products and services. However, the IAA also presents exciting new developments from a large number of other manufacturers – many of which we will soon make available with a Sixt key fob. Our customers in more

than 105 countries around the world can look forward to the latest vehicles from the IAA.'

To see the broad range of current vehicle models, visit Sixt online at www.sixt.com or call the hotline on +49 (0)1806 252 525.

About Sixt:

Sixt SE has its registered headquarters in Pullach near Munich and is a leading international provider of high-quality mobility services for business and corporate customers as well as private travelers. With representations in over 100 countries worldwide Sixt is continually expanding its presence. The Company's strengths lie in the high proportion of premium cars in the vehicle fleet, its employees' consistent service orientation and a good price-performance ratio. Taken together these strengths have given Company an excellent market position. Sixt was founded in 1912 and maintains alliances with renowned brands in the hotel industry, well-known airlines and numerous prominent service providers in the tourism sector. The Sixt Group generates revenues of EUR 1.8 billion (2014).

www.sixt.com

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