

Carsharing becomes a complete experience

- banbutsu and SHARE NOW extend car-sharing with own products and personalized, seasonal offers provided by experience partners
- Pilot project launched in Munich in April 2022 and has been extended to all seven German SHARE NOW business areas with selected partners
- Leisure inspiration, experience compilation, and booking from a single source with the help of the banbutsu technology

Munich, April 2022. Together with the software startup banbutsu and selected partners, the car-sharing service SHARE NOW operates a pilot project that turns vehicle rentals into an individual experience. The project was launched in Munich in April 2022 and has since been extended to all seven SHARE NOW business areas in Germany. Customers are able to expand their pre-bookings, meaning vehicle bookings in advance for e.g., a whole weekend, with partner offers and products.

Mobility becomes a source of inspiration for leisure activities

For conventional bookings, the first step is to determine the destination and explore potential activities there. Afterwards follows the booking of flight and hotel and the last step is the rental car reservation. banbutsu and SHARE NOW want to give users the opportunity to escape the traditional process and start at the end point, namely the rental car booking. Customers who have reserved a vehicle, e.g., for a long weekend, can be inspired to new experiences or fill gaps in their leisure activities with last-minute activities. Considering personal preferences and seasonal conditions, the banbutsu technology suggests partner products and offers that are available during the booking period.

How could an experience day look like?

The pilot project of banbutsu and SHARE NOW started with an offer for winter sports enthusiasts. Munich residents without their own cars had the opportunity to enjoy a spontaneous, unforgettable day in the mountains. In concrete terms, customers could for instance book a ski pass and the matching rental ski equipment for the Austrian ski area Hochzillertal, after making their vehicle reservation. Since banbutsu connects

all partners, end customers benefit from additional advantages, such as front-row parking and priority access to the gondola in the ski area. The range of current and seasonal experiences has been expanded since the beginning and now also includes activities such as mountain bike tours, meditation hikes, or e-sports events. New partners and offers are constantly being added.

How does a booking work?

Following the vehicle booking via SHARE NOW, customers who have agreed to the corresponding data protection guidelines for additional offers will receive an e-mail. Via a link, customers are forwarded to a booking page, which is already configured to show the customer's exact booking period, the location, and the corresponding vehicle category. With the help of banbutsu, suitable partner offers available for the booking period are brought together and suggested to the customer. In addition to the number of travelers, the recommendation engine also takes into account the season and important environmental parameters such as the weather forecast for the travel period. Finally, the additional offer is booked directly with the provider in an uncomplicated and convenient way using banbutsu technology.

For more information see <https://www.banbutsu.com/share-now> and <https://vimeo.com/manage/videos/551842266>

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About banbutsu

banbutsu dcp GmbH is a technology and innovation company from Berlin and part of the icon Group (<https://www.icongroup.com>), which belongs to the agency network WPP (<https://www.wpp.com>). banbutsu operates a B2B platform that enables cooperation partners from various industries to dynamically expand their business models and open up new sales channels. This creates ecosystems in which partners can offer and scale their products and services optimally for end customers. The company name banbutsu - literally meaning 'everything under the sun' in Japanese - is also the guiding principle, as the company develops its technology independently across all industries (so-called white label). This way, banbutsu is responding to the growing need of corporations for strategic partnerships, as without them, many business models will be neither possible nor profitable in the future. For this purpose, banbutsu is developing a technical tool kit which enables to integrate its cooperation partners quickly, cost-effectively and scalably either into existing ecosystems or even create new ones.

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About SHARE NOW

As market leader and pioneer of free-floating car sharing, SHARE NOW is represented in 16 major European cities with around 11000 vehicles, including 3000 electric vehicles. This corresponds to a share of more than 25 percent of the total fleet. About 3.4 million customers already use the service. SHARE NOW offers a sustainable solution for urban mobility and, as part of the mobility offer, contributes significantly to relieving traffic congestion in cities. Each car-sharing car replaces up to 20 private vehicles in urban traffic. With vehicles from BMW, Citroën, Fiat, MINI, Mercedes-Benz, Peugeot and smart. SHARE NOW continues to expand its European market leadership in free-floating car-sharing. The mobility provider was founded in 2019 as a joint venture between BMW Group and Mercedes-Benz Mobility AG. It has its headquarters in Berlin.



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