



## Get Your Car(d) Started With BMW

Can you imagine the convenience and speed of getting your hire car paid for, unlocked and on the road using just your MasterCard card? Well, that's no longer just a vision of a weird and wonderful futuristic era; it's soon to become a reality.

We have formed a strategic partnership with BMW to develop and present innovative technology solutions, recently showcased at the Consumer Electronics Show (CES) in Las Vegas. We jointly presented a contactless MasterCard credit card that can be used to hire, unlock and operate a BMW or MINI vehicle from the [DriveNow](#) car-sharing fleet. DriveNow, the car-sharing service by BMW and Sixt, is one of the biggest car-sharing operators in the world, with more than 350,000 users in the United States, the United Kingdom, Germany and Austria.

### Fast Simple Access to Your Hire Car

DriveNow already provides its customers with simple access to its car fleet - all that is required is a PC or an ID card. However, this new generation of BMW Group MasterCard credit cards will offer an additional way to access any vehicle in the fleet. The card is fitted with a chip that supports NFC, meaning that the driver's payment method also becomes a remote key. As soon as the card is held near to a sensor in the windscreen, the system identifies the user and unlocks the vehicle. Identification with an additional ID card or the smartphone is no longer required, bringing time bringing high-tech time saving convenience to DriveNow customers.

### Meeting the Challenge

This project and its challenges were successfully tackled by a cross functional team of Account management, Advisors and Customer Delivery, with colleagues from Germany and the Waterloo office over the course of the past 12 months. Pawel Rychlinski, general manager, germany and division president, germany and switzerland, says; "As a result of our longstanding partnership with BMW, we have created a platform which underlines the importance of NFC technology and facilitates completely new services, as well as business models in the growing field of modern mobility. We look forward to continuing to cooperate on the development and introduction of new smart mobility solutions."

