

Press release

ChargeNow, the charging service, is becoming BMW Charging and MINI Charging

Berlin, 2 July 2020 – The ChargeNow charging service operated by Digital Charging Solutions GmbH for BMW and MINI vehicles was renamed BMW Charging and MINI Charging on 1 July. Digital Charging Solutions GmbH (DCS) will continue to operate the services in the future. All ChargeNow features will still be available and remain unchanged under the new brand names. Under the brand CHARGE NOW, DCS will continue to offer CHARGE NOW for Business, the charging service for fleets.

"We have always supported the BMW Group in making the charging of electrified vehicles as convenient and easy as possible for their customers. As a result of the rebranding, BMW and MINI drivers will in future benefit even more from the tailor-made charging solutions that will now be seamlessly integrated into the BMW Group's range of services. Our usual package with its innovative functions remains available to users in the same form. In the future, BMW and MINI drivers will continue to have access to more than 150,000 charging points with just one app and a single charging card," says Jörg Reimann, CEO of Digital Charging Solutions GmbH, explaining the name change.

Easy transition for all BMW and MINI customers

In addition to the customer communication sent previously, new and existing customers can find all information about the existing options on the ChargeNow website and are redirected to the appropriate websites. Even after the name change, customers can still use their existing ChargeNow login details for BMW Charging to access their accounts. The new BMW Charging app is now available as an update or download. All current ChargeNow charging cards can still be used to charge the vehicles. Customers in Germany, the Netherlands and France also have the exclusive option of ordering a new charging card in the BMW Charging design free of charge until 31 July 2020.

MINI drivers will be able to use the MINI Charging Service in the future. To use the service, customers can sign into the new BMW Charging website with their existing login details to cancel their existing contracts. Once the notice period expires at the end of the month, they can re-register at www.mini-charging.com and use the MINI Charging Service. Customers will also receive a new charging card when they register.

Non-proprietary fleet service: CHARGE NOW for Business keeps name

Under its own brand CHARGE NOW, Digital Charging Solutions GmbH will continue to offer non-proprietary services such as the fleet service CHARGE NOW for Business. The digital charging solution introduced at the beginning of 2020 also allows DCS to offer an efficient solution for the electrification of company fleets to leasing providers as well as large companies and their fleet managers.

The rebranding does not affect the affiliation of DCS and its services and brands to the Mobility Joint Venture between the BMW Group and Daimler AG. The CHARGE NOW service continues to be "powered by DCS" and, alongside PARK NOW, FREE NOW, SHARE NOW and REACH NOW, stands for modern and sustainable mobility.

About Digital Charging Solutions GmbH

Digital Charging Solutions GmbH (DCS) develops charging solutions for automobile manufacturers and fleet operators, making it one of the world's most important drivers of the transition to electromobility. The full-service white label solutions of DCS allow OEMs and fleet operators to realize their electromobility strategies, because with integrated digital solutions, the company makes charging at charging stations easy, safe and comfortable. In the process, with over 150,000 charging points in 30 integrated markets, as well as transnational charging, Digital Charging Solutions boasts the fastest-growing charging network. Since the beginning of 2019, Digital Charging Solutions GmbH has been part of the mobility joint venture between the BMW Group and Daimler AG. CHARGE NOW is a service from DCS and part of this joint venture, which aims to strengthen sustainable mobility worldwide together with the other verticals REACH NOW, FREE NOW, PARK NOW and SHARE NOW.

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