

INDUSTRY

FLEET AND  
CHARGING  
INFRASTRUCTURE



Laura Gonia  
Head of Marketing,  
ReachNow

CUSTOMER PROFILE

- + Organization: ReachNow, mobility services from the BMW Group
- + Location: Seattle, WA and Portland, OR and New York, NY (Headquarters: Seattle)
- + Industry: Automotive
- + Size: 100,000+ members and 1,000 cars
- + EVs are 10% of overall fleet
- + Website: [reachnow.com](http://reachnow.com)
- + Solution: 52 charging spots across Seattle, Portland, and New York. The ChargePoint network allows ReachNow fleet technicians to see where people are charging, set competitive rates, see ROI and react quickly to downtime.



## ReachNow: Transforming Urban Mobility



ReachNow is BMW Group's mobility services arm in the U.S., offering an ecosystem of services, including carsharing, ride hailing and multi-day rentals in Seattle and Portland. While EVs offer ReachNow a distinct competitive advantage, the company realized early on that the lack of availability and inconsistent costs of existing EV charging stations in Seattle were barriers. So ReachNow decided to build its own charging infrastructure, with the help of a partner that would complement BMW's reputation for outstanding quality and service.

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## Breaking the gridlock

Seattle—where ReachNow is headquartered—is one of the world’s most gridlocked cities. That’s according to the latest [INRIX Traffic Scorecard](#), which places the Emerald City between Mexico City and Zurich as the 20th most congested metro area in the world. In the U.S., it’s number 10. It’s gotten so bad that, last year alone, Seattle drivers spent an average of 55 hours stuck in rush hour traffic. By offering a car sharing service that allows members to conveniently pick up and drop off its vehicles on any public streets within its service area (which, in Seattle, is anywhere in the city), ReachNow is closing transit gaps and helping to get those stranded drivers moving again. Members can take cars for an hour, a day or for the weekend. ReachNow also provides a ridesharing service from the same app, which is operated by professional drivers using the shared fleet and gives users more customized options than competitor offerings.

## Aligning values

Transportation electrification is an important part of ReachNow’s mission, says Laura Gonia, Head of Marketing. “In the Wild West of mobility services, it’s important to have a way to differentiate yourself,” she says. “Having electric cars is a good way to do that. Electrification and sustainability are appealing and add value for our customers and align with our own values.” In Seattle, ReachNow originally relied on public EV charging stations to fuel its EV fleet, but soon realized that a lack of charging stations across the dense urban environment was becoming a hurdle to the company’s electric ambitions. Cost was a factor as well. “We were spending a lot of money, even with fleet rates,” says Gonia.

## Partnering for success

The company decided to build out its own EV charging infrastructure instead, choosing ChargePoint solutions to help the company achieve its business goals. ReachNow hasn’t looked back since. “[The ChargePoint network] is a great tool for us for figuring out where our fleet team is charging cars, how much money we’re saving, and we can also see any downtime of chargers and react to that quickly,” says Gonia. Because ReachNow also offers public EV charging at its stations, ChargePoint solutions also let the company set competitive rates and gain other important insights such as electricity usage, CO2 savings and return on investment, she says. “We really enjoy working with ChargePoint. It’s an innovative company—there’s a lot of innovation happening both on the software side and on the hardware side. That’s

important to us because we’re an innovation company. We like to work with companies with the same values.” Owning and operating its own infrastructure enables ReachNow to achieve agility and autonomy in managing and improving its urban operations as it continues to expand its EV fleet.




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## EV charging for the public good

ReachNow’s charging stations not only benefit the company’s fleet—they’re available to everyone. “We realized we didn’t have the coverage we needed in a lot of key neighborhoods,” says Gonia, “so we started rolling out charging stations. We’re installing them all over the city, in every neighborhood.” She notes that many of the stations are going into areas where EV charging didn’t exist before. “We’re seeing a lot of use by the public of those stations,” she says, including by the company’s rideshare competitors, often in the middle of the night. “It’s pretty incredible the utilization we’re seeing at some of our charging stations.” Currently, the company has ChargePoint solutions installed at CenturyLink and Safeco Fields, the respective homes of the Seahawks and Mariners, as well as in the popular SoDo neighborhood, where coffee giant Starbucks is headquartered. ReachNow’s chargers at its own headquarters are publicly accessible as well. Retailers are discovering that EV drivers are good for business as well, so they usually jump at the opportunity when ReachNow offers to install chargers at their locations, says Gonia. Public charging not only adds value for ReachNow and BMW, it’s another feature that helps set Seattle (and Portland and New York) apart from other urban communities.

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