



Cluno is introducing a fully digitized vehicle subscription service

Car subscription now just 3 minutes away

The mobility and fintech startup Cluno launched a fully digitized access to flexible car ownership in Germany on October 31st. Cluno's car subscription app is setting new standards by revolutionizing the entire handling process: subscriptions are made entirely via smartphone and completed by a digital signature. All within minutes and without visiting a car dealership or going through tedious paperwork. Delivery to a chosen location is made free of charge.

Munich, 14 November 2018. Traditionally, when it comes to car ownership, drivers have three options: purchase, finance, or lease. These options lack flexibility and require a lot of effort: comparing offers, negotiating prices, submitting papers, reading and signing lengthy contracts, and making appointments for pick-up. Cluno is turning this time-consuming and cumbersome process on its head: the company promises a way to subscribe to your own car in only three minutes. Its all-inclusive subscription plan also offers unparalleled flexibility.

With Cluno, complicated contracts are a thing of the past. To subscribe to a car, drivers simply submit a digital signature with their phone. Only two documents are required: a driver's license and proof of income. These are uploaded via smartphone. Usability and convenience are at the heart of Cluno: for example, income and expenses data may be entered using interactive elements rather than extensive columns of figures. Since Cluno has digitized the entire process it only takes a few minutes to complete.

"For many people, owning a car continues to be a high priority. The key difference is that they are looking for ways to make it easier and smarter than before. It is Cluno's mission to make automobility more flexible and to digitize the road to car ownership. By introducing the Cluno app we are launching a genuine innovation within the automobile market, as well as a superior customer experience", says Nico Polleti, co-founder and CEO at Cluno.

Cluno's offering is topped off with free delivery to a desired location – for example, to the office or right to your doorstep.

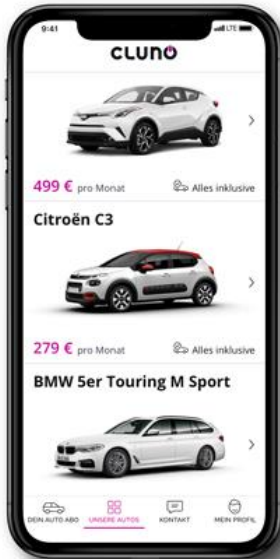
Starting at EUR 259 a month, Cluno customers can drive a car of their own – for as long as they choose. With a minimum term of only six months and three-month notice there are no long-term contracts. After six months, the subscription may be paused or terminated. In the spirit of flexibility, drivers can switch vehicles every six months, allowing them to adapt to changing mobility needs or simply experience the newest technologies.

In addition to its numerous different makes and models, Cluno also offers the latest innovations technology such as plugin & all-electric vehicles. The monthly all-inclusive rate covers all costs except fuel (i.e. maintenance, wear, seasonal tire package, warranty, registration, vehicle tax, all-risk insurance, etc.). Cluno's costs are transparent and predictable, meaning they can be integrated into any budget.

Cluno's free app can be downloaded from the [App Store for iOS](#) and will soon be available for Android.

How Cluno works

5 steps toward your own car via smartphone



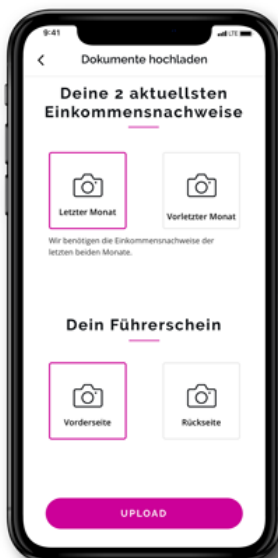
Step 1: Select a car

Choose your desired vehicle and enter a start date



Step 2: Financial data and signature on the smartphone

Enter information on your income and expenses. Next, confirm the booking by signing on your smartphone



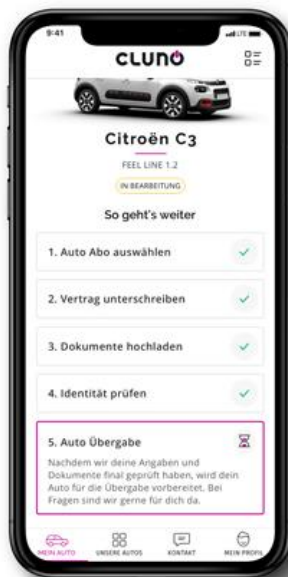
Step 3: Uploading documents

Use your smartphone's camera to upload proof of income and driver's license



Step 4: Identification

Confirm identity via electronic identity verification



Step 5: Vehicle delivery

Enter the desired location for delivery free of charge

About Cluno

Cluno is pioneering a new, flexible mobility scheme: car subscription. A car subscription is addressed to anyone seeking mobility in a privately owned vehicle. The startup brings an entirely digitized and innovative approach to all processes involving the automobile. The startup allows customers easy access to expedient mobility, accounting for their current personal needs and circumstances and thus becoming a long-term partner in terms of mobility. Cluno customers simply book their car online or via app in return for payment of a fixed monthly package rate covering all costs except fuel. After six months, a new car may be selected or the subscription may be suspended or terminated.

The Munich-based company was founded by the three automotive and e-commerce veterans and serial entrepreneurs Christina Polleti, Nico Polleti, and Andreas Schuierer. Previously to Cluno, they started easyautosale, which was sold to Autoscout24 in 2015. Cluno is supported by leading venture capital investors, such as Acton Capital Partner and Atlantic Labs.

Read more at: www.cluno.com.