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Cluno with Tesla is the number one provider of e-mobility in all-inclusive car subscription

- **Drive electric cars and hybrids without worries:** Cluno provides flexible and easy access to alternative forms of power. Tesla is a further premium manufacturer that enhances the brand portfolio.
- **Innovative technologies without the risk of purchase:** New power technologies are developing fast. Thanks to their car subscription, Cluno customers drive electric cars and hybrid models for six months or longer without the risk of investing.
- **Variety of brands and models:** Tesla Model 3, MINI Cooper SE and other all-electric models, plug-in hybrids and hybrids in all classes cater for a wide range of customer requirements for electric mobility.

Munich, 14 January 2020. The mobility and fintech company Cluno is starting 2020 with a broadly based launch of electric vehicles by various makers. A total of seven new vehicle types, including five all-electric and two hybrid models, extend the share of alternative powering to 20% of the Cluno fleet. The vehicle range covers all relevant fully electric, plug-in hybrid and hybrid models, and positions Cluno at the forefront of suppliers of alternative powering in car subscription.

A pioneer of electromobility, Tesla complements the range of brands in the premium segment. With immediate effect, Cluno customers can drive Tesla's Model 3 in the long range 4WD version with a car subscription. Easy digital booking is carried out via the Cluno website or the Cluno app. Delivery will take place from March 2020 through the Tesla network. The monthly package price is 1,299 €.

"We foresee high demand for flexible, easy and at the same time climate-friendly mobility solutions. The Cluno car subscription combines the two in a forward-looking concept for individual mobility. According to Frost & Sullivan, the market potential for car subscriptions in the USA and Europe up to 2025 is over 16 million vehicles.¹ We expect that a large proportion of them will be either electric or hybrid cars. Car subscription is a risk-free option for our customers to use a technology today that will make huge advances in the coming years," said Nico Polleti, co-founder and CEO of Cluno.

Electric mobility as a subscription provides a decisive benefit: the flexible duration and all-inclusive package price diminish skepticism and make alternative power technologies attractive for those who are wary of entering a commitment that lasts for years such as purchase, leasing or credit financing.

¹ Frost & Sullivan (2018): Future of Vehicle Subscription – Business Models and Opportunities in North America and Europe, 2025

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Cluno's long-term partnership with automotive makers and dealers means that the range of services can be continually expanded. Emerging variety and the fast pace of technological progress are making it increasingly difficult to assess the market for electric mobility. Here Cluno creates transparency by means of excellent service and an ideal selection of the best and most popular brands and models.

Alternatives to gas and diesel engines currently account for just under 2% of the mix of power modes in Germany. According to forecasts for the whole European market, the proportion electric models will be up to 51% by 2030 under ideal conditions.² A study carried out in 2019 by DHBW Ravensburg concluded that one in three Germans is willing to switch to an electric car in order to contribute to solving climate problems.³

The following models with alternative power are available in the Cluno car subscription:

- **E-models**

Renault ZOE 50, Opel Corsa-e Edition, Nissan Leaf 40 N-Connecta, MINI Cooper SE, BMW i3s 120Ah, Tesla Model 3 Long Range

- **Plug-in hybrids**

BMW X3 xDrive30e, BMW 330e Sport Line, BMW 530e Sport Line, MINI Cooper S E Countryman ALL4, Porsche Panamera 4 Sport Turismo

- **Hybrid models**

Kia Niro, Toyota Yaris, Toyota Corolla, Toyota Corolla Touring Sports, Toyota RAV4, Toyota CH-R, Toyota Auris, Toyota Auris Touring Sports

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About Cluno

Cluno is a new, flexible mobility concept: a digital car subscription. Car subscription works for anyone who wants to get around in his or her own car. Cluno thinks all car-related processes completely digitally and innovatively, helping customers to find the right mobility solution for their lives. Customers simply book their car online or via app for a fixed monthly all-inclusive fee covering all costs except fuel. After a minimum term of six months, subscription customers can return or switch their car with three months' notice.

Christina Polleti, Nico Polleti and Andreas Schuierer founded the Munich-based venture. The three co-founders have many years of experience in the automotive and online industries, with their last start-up, easyautosale, being sold to Autoscout24 in 2015. Leading venture capital investors, such as Valar Ventures, Acton Capital Partners and Atlantic Labs, back Cluno.

For further information, please visit www.cluno.com.

² McKinsey Center for Future Mobility (2019): Reboost – A comprehensive view on the changing powertrain component market and how suppliers can succeed

³ Zentrum für empirische Kommunikationsforschung (ZEK), DHBW Ravensburg (2019)