



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<sup>1</sup> 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<sup>1</sup> rate already covers costs for maintenance, wear, seasonal tire package, warranty, registration, vehicle tax, all-risk insurance. 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.

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<sup>1</sup> The following services are included in the monthly package price: car registration, liability insurance, partial and fully comprehensive insurance with deductible, car tax, GEZ fees, maintenance, winterfit tires, inspections and general inspections. The monthly package price does not include: fuel, electricity, AdBlue, windscreen washer fluid, motor oil.



**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 effortlessly. Cluno thinks all car-related processes completely digitally and innovatively, helping users to find the right mobility solution for their lifestyle and needs. Customers book their vehicle online or via app and pay a fixed monthly package price, which already covers the costs for service & maintenance, insurance, tyres, tax & GEZ fees as well as registration and general inspection. After a minimum term of six months per vehicle, customers can change cars, pause or simply continue driving.

The Munich-based company was founded in 2017 by Christina Polleti, Nico Polleti and Andreas Schuierer. The three co-founders have many years of experience in the automotive and online industries. Their last company easyautosale was acquired by Autoscout24 in 2015. Leading venture capital investors such as Valar Ventures, Acton Capital Partners and Atlantic Labs support Cluno.

For further information visit: [www.cluno.com](http://www.cluno.com)