



## **Tech company flexdrive expands vehicle subscription service to 10 U.S. markets in first half of 2019**

*Vehicle subscription as an alternative to buying or leasing is growing, company says*

**ATLANTA, GA.**, July 11, 2019 – The 2013 advent of vehicle subscription changed the landscape of the automotive industry and has now become a viable alternative to traditional purchasing and leasing models. In the first half of 2019 alone, vehicle subscription pioneer flexdrive signed 16 locations in 10 markets across the U.S. to its subscription platform. The company’s success of rapidly expanding into new markets demonstrates the growing popularity of a new culture of transportation, grounded in two growing consumer demands – convenience and flexibility.

Illinois-based Fields Auto Group has 44 locations across four states and is now offering flexdrive subscriptions to the greater Chicago area by way of its Mini location in Glencoe, IL. While the group has tested subscription in the past, Fields approached flexdrive due to the company’s experience and all-inclusive approach to pricing. The group plans to add additional rooftops by the end of 2019.

Atlanta Luxury Motors (ALM), with seven dealerships in Atlanta, GA, sought out flexdrive due to the company’s leading consulting capabilities, as well as its deep understanding of vehicle depreciation that enables dealers to pinpoint the most effective areas of recurring revenue.

Additional 2019 partnerships include Drive Now in Phoenix, AZ; Essence Maserati Alfa Romeo in Ft. Worth, TX; AmeriDrive in Atlanta, GA, and Austin, TX; Barry Automotive Group in Newport, RI; and Just Drive in Nashville, TN. Dealer group Ride N Drive will also be opening locations in Houston, TX, and Oklahoma City, OK, in the near future.

“We are thrilled to partner with these automotive power players to bring our subscription platform to the masses,” said flexdrive Senior Vice President of Strategic Development Stephane Ferri. “[As the pioneer of this industry, it is exciting to see other large organizations entering the space because it proves how popular subscription has become among consumers.] flexdrive is laser-focused on dealer partners and has built a platform that now includes technology, fleet management, insurance and finance – all while focusing on the minimization of operational burden to the dealers. We are dedicated to adding the right partners to our dealer portfolio, knowing they are an invaluable asset to help us not only improve our product, but also to continue this great momentum we’ve started in 2019.”

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## **ABOUT FLEXDRIVE**

flexdrive launched in 2013 with a mission of creating an alternative to traditional car buying and leasing. The company's technology platform and services enable fleet owners and car dealerships to offer inventory for subscription to consumers in their market, as well as internationally. Data provided through the platform gives car subscription operators the insights needed to run and maintain a financially profitable and successful subscription program. flexdrive also offers a consumer marketplace to dealers, where consumers can subscribe to a car directly from their mobile phone, taking the friction out of the car-buying process. With flexdrive, businesses and consumers alike can "go their own way" with subscriptions and take advantage of a new era of mobility. The company is a joint venture between market leader [Cox Automotive](#) and [Holman Enterprises](#). To learn more, visit [www.flexdrive.com](http://www.flexdrive.com), [download](#) the app or visit the company's social platforms: [LinkedIn](#), [Facebook](#), [Instagram](#) and [Twitter](#).

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*Editor's Note: Interviews and images available upon request.*