

BlablaCar.com expands further into Europe with acquisition of PostoinAuto.it in Italy

Italy follows Spain and UK in rapid expansion following \$10m investment

PARIS – 22 March, 2012– BlablaCar, the leading marketplace that connects drivers who have empty seats with paying passengers, has today announced a further expansion across Europe with the acquisition of the largest car sharing site in Italy, PostoinAuto.it.

BlablaCar.com is the world's fastest growing and most active community of its type, with one billion miles collectively shared and over eight million passengers transported, more than half of which has happened in the last 12 months.

PostoinAuto offers more than 30,000 empty seats every month, a number which is growing exponentially. The company was founded in 2010 and is led by the site's founder Olivier Bremer.

BlablaCar announced in January that it had received \$10 million funding from Accel Partners and existing investors ISAI and Cabiedes & Partners. This is the first acquisition since the announcement.

Nicolas Brusson, Co-founder of BlablaCar, commented:

"Following rapid expansion into Spain and the UK, and with the recent funding we received, we have been looking to expand into Italy. PostoinAuto were an ideal fit, in terms of culture, attitude and vision and we are looking forward to work together to create a truly European leader in this space."

BlablaCar.com offers more than one million empty seats every month and has 1.7m members including 400,000 drivers. Trips posted range from long distance trips across Europe to daily commutes.

Olivier Bremer, founder of PostoinAuto, said: "I very quickly realised the BlablaCar team and board had a very similar vision to ours and I am excited to join this team and grow the service in Italy."

Nicolas Brusson continued:

"Seeing BlablaCar grow so fast has been incredibly exciting for everyone in the company. Now that we are entering into Italy, and with new markets planned, we expect to reach our second billion miles shared within the year."

The rise of collaborative consumption - sharing unused assets and resources such as a guest room in your flat or a seat in your car - is creating a fundamental shift in the way people consume goods and services. In an age where the average car carries just 1.2 people, BlablaCar's ambition is to reduce the environmental impact of vehicles by rationalising people's use of cars.

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About BlablaCar.com

Founded in 2006 and based in Paris, BlablaCar (Comuto SA) operates under the Covoiturage.fr, BlablaCar.es and BlablaCar.com websites in France, Spain and the UK respectively. BlablaCar is an online trusted community that connects drivers with empty seats with people looking for a ride (or: with travellers and commuters going the same way). Its 1.7m member community offers thousands of destinations across Europe every day. BlablaCar is creating a new, affordable and sustainable way to travel for more than 350.000 passengers every month. To ensure the quality of the matching between drivers and passengers, the website displays their preferences: smoking or not, animals accepted in the car or not etc... Members also specify their degree of "chatting" by choosing their type between "Bla", "Blabla" and "Blablabla".
Hence the name BlablaCar.