

LAST WEEK IN INNOVATIVE MOBILITY

August 24th - August 30th, 2015



The City of Boston has partnered with Zipcar and Enterprise CarShare to bring 80 new carsharing vehicles as part of the DriveBoston program. The program will place the vehicles in dedicated spaces in areas currently underserved by carsharing.

CARSHARING

Ford announces plans to develop a folding electric bicycle that would be capable of charging while stored in the trunk of a vehicle. Ford claims the bike will aid as a solution for commuters that park farther away from their destinations.



VEHICLES



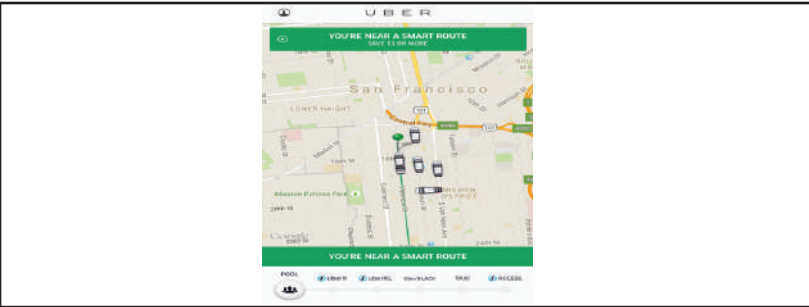
Spanish bus operators are taking legal action against BlaBlaCar, Europe's leading ridesharing platform. The association is arguing that BlaBlaCar provides "unfair competition" in the Spanish transportation market.

RIDESHARING

Shuddle, the "Uber For Kids" service currently operating in the Bay Area, launches a carpooling option. The option allows parents to book shared rides for their children traveling from different pickup points to the same dropoff point.



RIDESOURCING



Uber begins testing "Smart Routes" in San Francisco, an option within UberPOOL that allows users a discounted fare, if they're willing to set their pickup location along a select major artery.

RIDESOURCING

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Innovative Mobility Research (IMR) is based at the Transportation Sustainability Research Center (TSRC) at the University of California, Berkeley



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