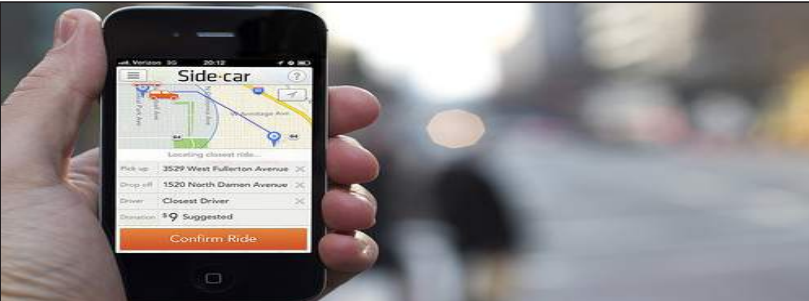


LAST WEEK IN INNOVATIVE MOBILITY

December 28th, 2015 - January 3rd, 2016



RIDESOURCING/TNCS

Ridesourcing company Sidecar ceases operations. The company struggled to compete with rivals Uber and Lyft, raising only \$35 million over five financing rounds. Though Sidecar is folding, the founders hinted at the potential for future endeavors.

CARSHARING

Audi announced it will launch its "Audi at home" carsharing initiative in San Francisco and Miami. The program will give residents of select properties access to shared Audi vehicles made available at their residence.



RIDESOURCING/TNCS

Ohio approves new state regulations for ridesourcing services that outline insurance obligations, background checks, and other requirements. The state laws will nullify a previously passed stricter Columbus city ordinance.

ITS

AT&T is expected to announce a major "Smart Cities" push at CES 2016. The company plans to work with cities to integrate ITS components to manage congestion and conserve energy.



RIDESOURCING/TNCS

City officials in Sao Paulo, Brazil propose fees on Uber. The proposal suggests that ridesourcing companies buy credits from the government based on distance traveled. The plan is praised by Uber but protested by taxi drivers.

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