

LAST WEEK IN INNOVATIVE MOBILITY

March 7th - March 13th, 2016



RIDESOURCING/TNCS

The Massachusetts House passes a bill that aims to regulate ridesourcing services. A new Ride for Hire division will be created to conduct licensing and oversight of ridesharing companies, including restrictions on service in certain locations and prohibition of surge pricing during emergencies.

VEHICLES

General Motors announces that it will acquire San Francisco-based automated vehicle technology developer Cruise Automation for reportedly upwards of \$1 billion. Cruise Automation is best known for an aftermarket "kit" that allows buyers to convert certain types of cars into automated vehicles for highway driving.



RIDESOURCING/TNCS

As the Massachusetts Bay Transportation Authority discontinues its late-night weekend service, Uber and Lyft announce discounts in the Boston area. Uber will be offering \$5 fares for late-night UberPOOL rides running along subway lines for the next four weekends, while Lyft will be offering 75 percent off on late-night Lyft Line rides this weekend, and 45 to 55 percent off through mid-April.



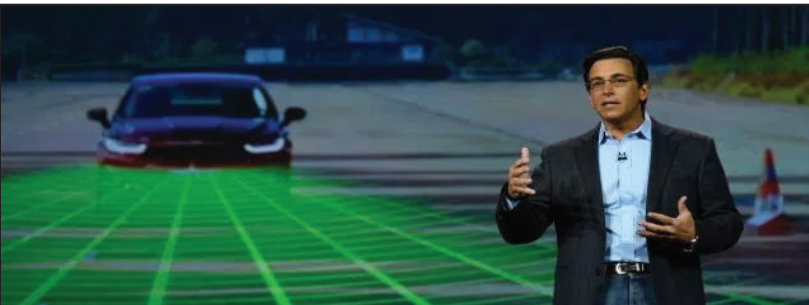
VEHICLES

Honda reveals its new Civic LX Sedan with automated driving capability at a price of \$20,440. The Civic LX will have the option of advanced driver assistance systems, which allows for fully automatic braking and cruise control as long as lane markings are visible and another vehicle is driving in front of the car.



VEHICLES

Ford announces that it will break out its carsharing, automated vehicle, and other mobility development programs into a subsidiary called Ford Smart Mobility LLC. CEO Mark Fields stated that the establishment of a separate entity is a "proof of point" of Ford's commitment to developing this technology more quickly and flexibly.



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