

LAST WEEK IN INNOVATIVE MOBILITY

July 25th - July 31st, 2016



RIDESOURCING/TNCS

Uber sells its Chinese business to rival Didi Chuxing after two years of fierce competition over market share. The combined company is expected to be valued at about \$35 billion, 20 percent of which will be owned by Uber shareholders. Didi Chuxing is also investing \$1 billion in Uber Global. Meanwhile, the Chinese government announces that ridesourcing companies will be legalized by a newly written law, effective November 1, 2016.

MICROTRANSIT

Bridj announces the expansion of its on-demand shuttle service to Austin. A beta service will launch in the coming weeks, with coverage of the downtown core and 'many residential areas in the city' that are yet to be determined. Bridj is offering 15 free rides to customers who input their home and work addresses on the company's website to help crowdsource demand across the city.



RIDESOURCING/TNCS

Daimler's mytaxi merges with its British rival Hailo, creating Europe's largest app-based ridesourcing business operating exclusively with taxis. The merged entity will be headquartered in Hamburg, Germany, and it will operate under the mytaxi brand in over 50 cities across Austria, Germany, Italy, Poland, Portugal, Spain, and Sweden.

MICROTRANSIT

Ford partners with MIT on a new research project that measures how pedestrians travel in urban areas to improve public transit services. A fleet of on-demand electric shuttles will be deployed on roads and walkways in MIT's Cambridge, Massachusetts campus. The shuttle routes will be adjusted to serve areas of high demand, as determined by pedestrian flow data being measured by LIDAR sensors and cameras onboard the vehicles.



VEHICLES/RIDESOURCING

The chief engineer of automated tech at GM hints that the company is in the process of developing an automated electric fleet to deploy as part of a ridesourcing network in partnership with Lyft. GM started testing automated technology on public roads in California earlier this year, with two customized Chevrolet Bolt EVs.

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