

Last Week In Innovative Mobility

October 9 - October 15, 2017



RIDECELL



VEHICLES

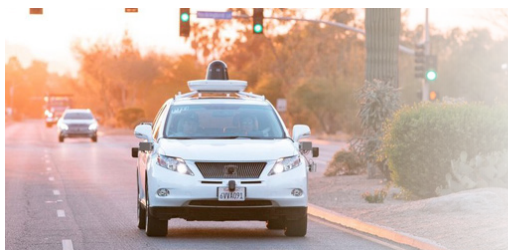
Ridecell, a mobility software platform company, acquires Auro Robotics, an automated vehicle technology company. Ridecell aims to provide private environments, such as universities and business campuses, with automated shuttle services. Auro Robotics has been operating on Santa Clara University's campus for the past year.

VEHICLES

Waymo releases its first automated vehicle (AV) safety report and launches a public education campaign on the safety challenges that AVs can address. The campaign, called "Let's Talk Self-Driving," is a joint effort that includes a variety of safety and public health organizations. Digital, outdoor, and radio advertising will launch first in Arizona, and the company's safety report is available online.



VEHICLES



The California Department of Motor Vehicles releases updated guidelines on AV testing and deployment. Companies would be able to test AVs without steering wheels, pedals, mirrors, or a human driver next year. The revised regulation requires manufacturers to notify governments of testing times and does not cover automated trucks.

APPS

Ford invests in Autonomic Inc. to build an open-source mobility service platform. Mapping, routing, payments, and identity authentication would be built into the platform, which will aggregate mobility services. Although no services currently use the Autonomic Inc. platform, Ford predicts that it can supply the vehicle for mobility services that will use the platform in the future.



BIKESHARING



Healthy Ride, Pittsburgh's bikesharing network, launches pilot program to offer free bikesharing rides to public transit pass holders. The city's transit passes cost \$1 and can be purchased with cash. This widens the demographics of the potential bikesharing users, since a debit or credit card is not necessary to check out a bike. Rides will be free for up to 15 minutes.

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Innovative Mobility Research (IMR) focuses on the future of mobility and is based at the Transportation Sustainability Research Center at the University of California, Berkeley

