

Last Week In Innovative Mobility

November 12 - 18, 2018



CARSHARING



Lime launches a one-way carsharing service, LimePod, in Seattle, Washington. The initial fleet includes 50 two-door Fiat 500 vehicles. Users can unlock the cars for \$1 through the Lime app, then pay 40 cents per minute of driving. Lime plans to incorporate more vehicles weekly, aiming to reach a fleet size of 500 vehicles by the end of 2018.

PUBLIC TRANSIT

BlaBlaCar acquires Ouibus, the bus division of SNCF, France's national railway company. BlaBlaCar will operate French buses alongside its established long-distance ridesharing service. SCNF will also invest \$114 million in BlaBlaCar.



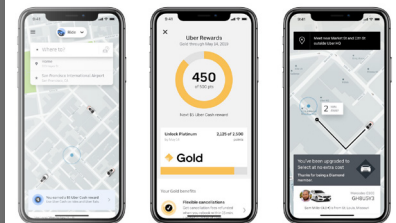
SHARED AUTOMATED VEHICLES



Waymo plans to launch a commercial shared automated vehicle (AV) service in December 2018. Rides will be priced competitively. A new taxi brand will most likely be introduced in Phoenix, Arizona to provide the service. Some AVs will still include backup safety drivers.

RIDESOURCING/TNCs

Uber and Lyft announce rewards programs. Members earn points as they use company services, then receive benefits depending on how many points they have acquired. Uber Rewards is tiered like an airline rewards program. It offers members the opportunity to move up tiers, since benefits improve for higher-tiered members. Lyft plans to launch its program in December 2018.



CARSHARING



Maven plans to expand its peer-to-peer carsharing platform to include non-General Motors (GM) vehicles. Maven aims to integrate non-GM vehicles by mid-2019. Maven launched its peer-to-peer carsharing service earlier in 2018, operates a roundtrip carsharing service, and rents GM models to Gig economy drivers through its platform.

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