

Last Week In Innovative Mobility

November 13 - 19, 2017



Hello, Toronto



RIDESOURCING/TNCs

Lyft announces expansion to Toronto, Canada and aims to launch its service there by the holiday season. This will be the company's first international rollout. Lyft is offering a 25 percent bonus for the first 3,000 drivers who complete 20 rides per week during the company's first three months of operation there.

VEHICLES

Tesla unveils its semi truck model, a class 8 heavy duty vehicle. The company stated that 30 minutes of charging can produce up to 400 miles of range. The semi's battery pack is mounted under the floor of the vehicle, and electric motors are attached on either side of the two rear axles, enabling the vehicle's streamlined look.



RIDESOURCING/TNCs

Summit, New Jersey partners with Lyft instead of Uber to continue its residential commuter ridesourcing program. The initiative is currently being offered to 150 residential commuters and will expand, including 50 more residents currently on the waitlist. The program began last October and is set to extend for the next year.

UBER



BIKESHARING

Bluegogo, China's third-largest bikesharing service, ceases operations. The bikesharing operator maintains a fleet of 700,000 bikes across China, but it is now preventing users from withdrawing their \$15 deposits because of financial strain. The company operated briefly in San Francisco in early 2017, but it pulled out of the city due to permitting regulations.



VEHICLES

The car subscription service BOOK by Cadillac expands to Los Angeles and Dallas. Subscribers gain access to a fleet of Cadillacs for a flat monthly fee of \$1,800, which includes registration, taxes, insurance, and maintenance costs. Users can book a vehicle and specify a location for its delivery through a smartphone app.

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