

Last Week In Innovative Mobility

July 16 - 22, 2018

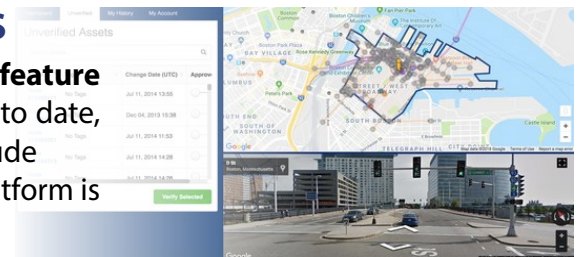


CARSHARING

ReachNow, BMW's carsharing arm, launches a ridesourcing service in Seattle, Washington. Users will be able to request a ride on-demand through the ReachNow app or book rides up to one week in advance. The service's contracted drivers will have set shifts, be eligible for benefits, and receive compensation for high ratings.

AUTOMATED VEHICLES

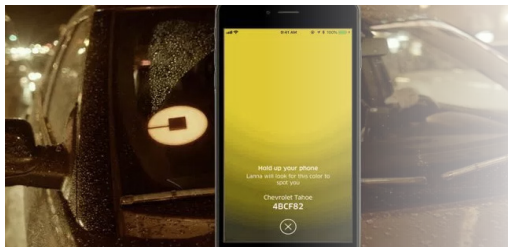
Inrix creates Road Rules, a software platform that aggregates street feature data for automated vehicles (AVs). Inrix plans to keep the database up to date, incorporating aspects of the street that change over time. These may include fading lane markers, missing street signs, and construction events. The platform is available to municipalities and AV operators.



BIKESHARING

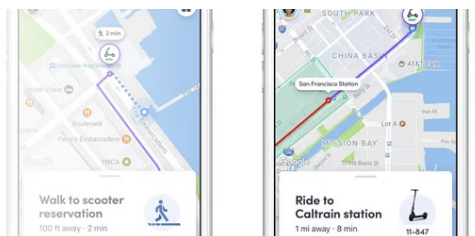
Uber announces Spotlight, a tool to improve passenger pickups.

Spotlight lights up the Uber app with a specific color, which drivers use to identify passengers when they hold up their phones. Uber also integrated a messaging feature into the app, enabling passengers to describe their location or appearance to drivers.



BIKESHARING/SCOOTER SHARING

Lyft considers incentivizing bike and scooter trips to and from public transit in markets across the U.S. Lyft submitted its application to operate bikesharing and scooter sharing in San Francisco last month. In the application, the company stated that it may provide discounts of up to 100 percent for bike or scooter trips that start or end at certain public transit stops.



AUTOMATED VEHICLES

Uber plans to continue testing its AVs in Pittsburgh, Pennsylvania. The company had stalled its testing after the fatal Uber AV crash in Tempe, Arizona. Last week, Uber replaced 100 former supervisor roles for AV testing on public roads with 55 new positions. Employees who test the AVs on private tracks will now also test them on public roads.



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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

