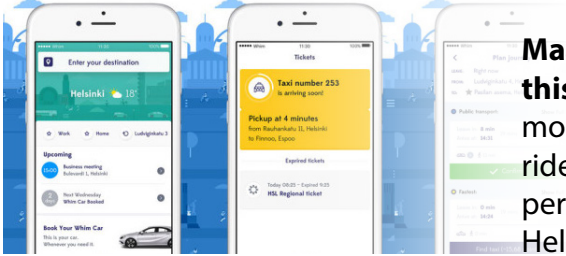


# Last Week In Innovative Mobility

January 21 - January 27, 2019



## APPS



**MaaS Global will debut its all-in-one mobility app, Whim, in the U.S. this year.** Whim is a subscription service that provides access to multiple modes. One subscription package offered provides unlimited access to ridesourcing/TNCs, bike and car rentals, and public transportation for €500 per month. The app is currently available in Antwerp; Birmingham, U.K.; Helsinki; and Vienna.

## SHARED MOBILITY

**Daimler and BMW form a joint mobility service company, "Jurbey."** In a trademark filing, Jurbey is described offering multiple services including: information software on vehicle parking and energy distribution; electric vehicle charging; insurance, loan, and credit services; and access to data for transportation booking, vehicle parking, and energy distribution and supply.



## AUTOMATED VEHICLES



**Florida will consider a bill eliminating requirements for human operators in fully automated vehicles.** The bill would also legalize driverless vehicles fully run by software systems. Current Florida law prohibits driverless vehicles on public property, except for testing. If filed, the bill will be subject to debate through the spring legislative session.

## SCOOTER SHARING

**Wheels, a dockless e-vehicle service, launches in San Diego.** Wheels uses a custom-designed electric mini-bike; each vehicle has a seat, pegs for resting feet, swappable batteries, and 14-inch wheels meant to navigate pavement safely. The mini-bikes are parked at designated drop-off zones between rides.



## CARSHARING



**Cadillac will relaunch its vehicle subscription service under the name "Book 2.0" toward the end of the first quarter of 2019.** The original service consisted of a \$500 initial fee and a monthly fee of \$1,800, which included insurance and maintenance. Unlike the original service, Cadillac dealers will handle day-to-day interactions with customers for Book 2.0.

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