

Last Week In Innovative Mobility

February 18 - February 24, 2019



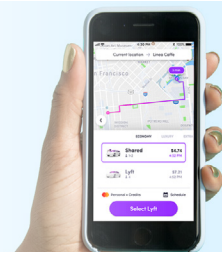
MOBILITY AS A SERVICE

BMW and Daimler announce five shared business ventures in the mobility industry. The ventures include electric vehicle charging, ridesourcing/TNCs, parking services, multimodal route planning, and carsharing. BMW and Daimler are setting aside more than \$1.1 billion to provide an “integrated, sustainable ecosystem” for mobility services.



RIDESOURCING/TNCS

Lyft announces Shared Saver, a new ride option. Unlike Shared rides, Shared Saver is not affected by surge pricing. Riders who choose Shared Saver may be picked up or dropped off a short walk from their origin or destination. Shared Saver is available in Denver and San Jose, with other cities to follow.



RIDESOURCING/TNCS

Uber and Lyft will start paying into a fund for wheelchair-accessible ridesourcing in California. The program is mandated by Senate Bill 1376. Details of the service, such as who will provide wheelchair-accessible rides, are still under question. Under the law, a five cent surcharge is applied to every Lyft and Uber ride in particular geographic areas.



CARSHARING

Lime launches LimePod, a free-floating carsharing service, to the general public in Seattle. The LimePod fleet consists of 500 two-door Fiat 500 vehicles. Users pay \$1 to unlock a vehicle and then \$0.40 per minute of driving. To end a trip, users must take a photo of their vehicle and park at a residential or metered parking spot within a given zone.



MICROTRANSIT

Via partners with HP Coletivos to launch CityBus 2.0 in Goiânia, Brazil. The service will be the first on-demand shuttle system offered by a public transit operator in Latin America. Users can request a ride from one of the service’s 14-seater vans through an app. Fares are calculated based on distance and have a base price of around 0.68 USD.



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