

New Mobility Evolution

From Driven to Self-Driving

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Confidential

RideCell makes the **leading intelligent platform for new mobility services**, enabling services like ridesharing, carsharing, dynamic fixed route — and autonomous services.



RideCell

- Founded in 2009, with the mission of providing new mobility services
- Currently powers BMW/ReachNow and 20 other customers
- HQ in Silicon Valley (SF)
- EMEA operation in Munich (Nov '16)
- Previously operated Summon rideshare service

New mobility evolution: From driven, to self driving

Self Driving

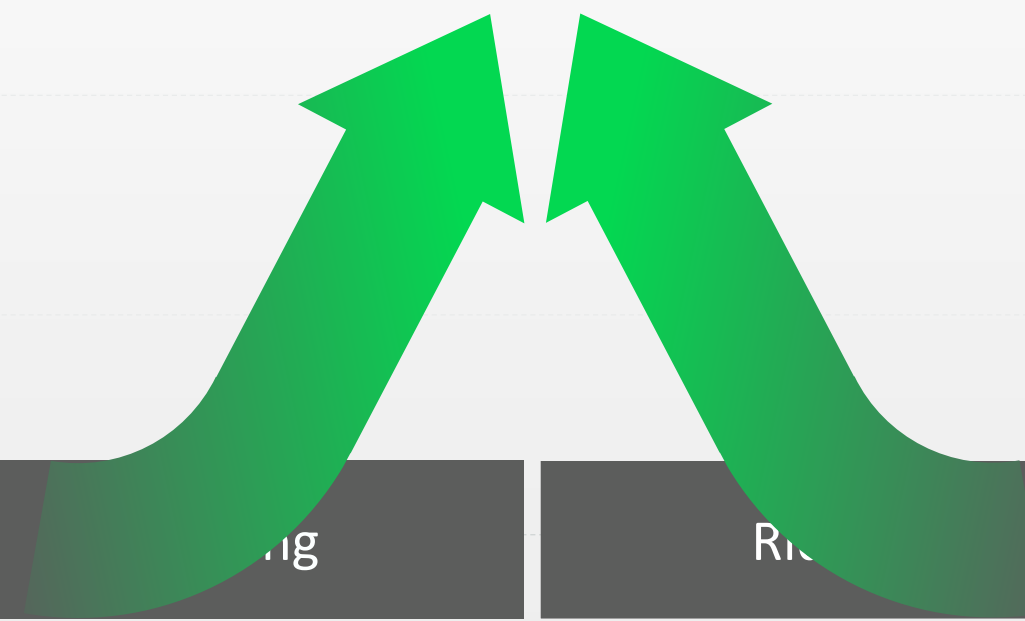
Autonomous Mobility as a Service

Driven

Vehicle Ownership

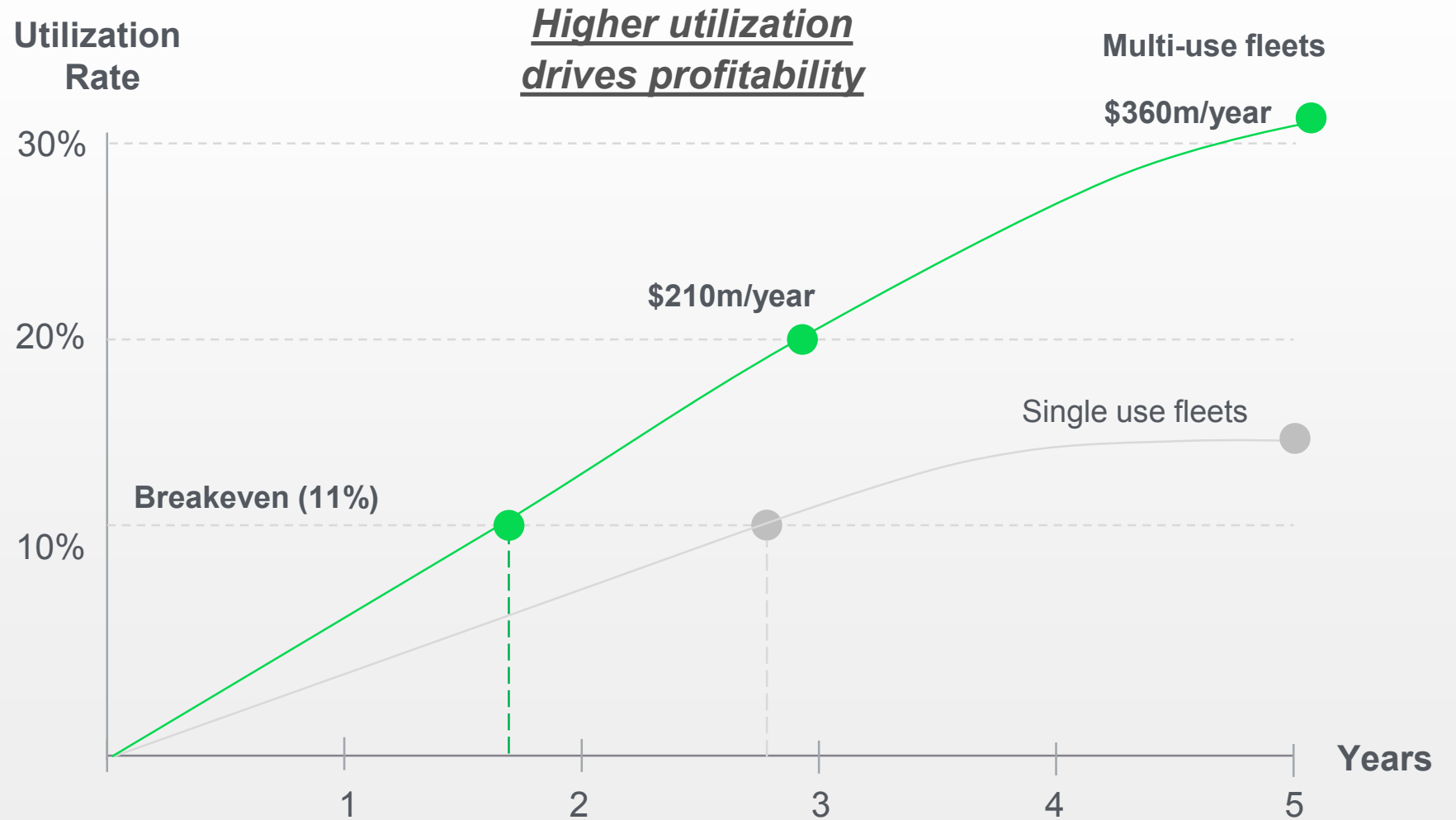
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Carsharing and Ridesharing – two services, one fleet

- 18 vs 30 months to breakeven
- Single service offerings top out at 15% utilization
- Multiservice is able to achieve beyond 30%



Estimates based on a 4000 car fleet (4 cities @ 1000 each)

Keys to achieving high utilization

Machine Learning

Advanced demand/supply

Operational Efficiency

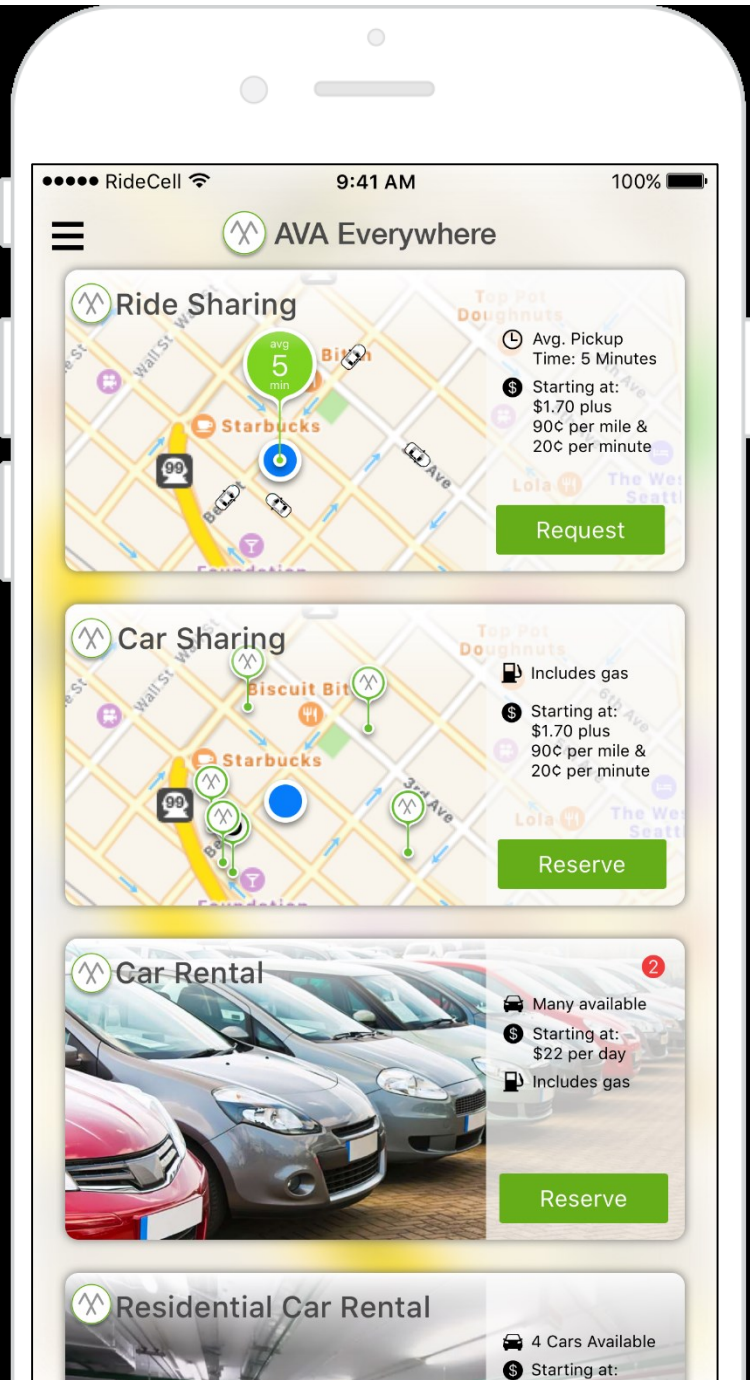
Predictive fleet management

Multiple Services

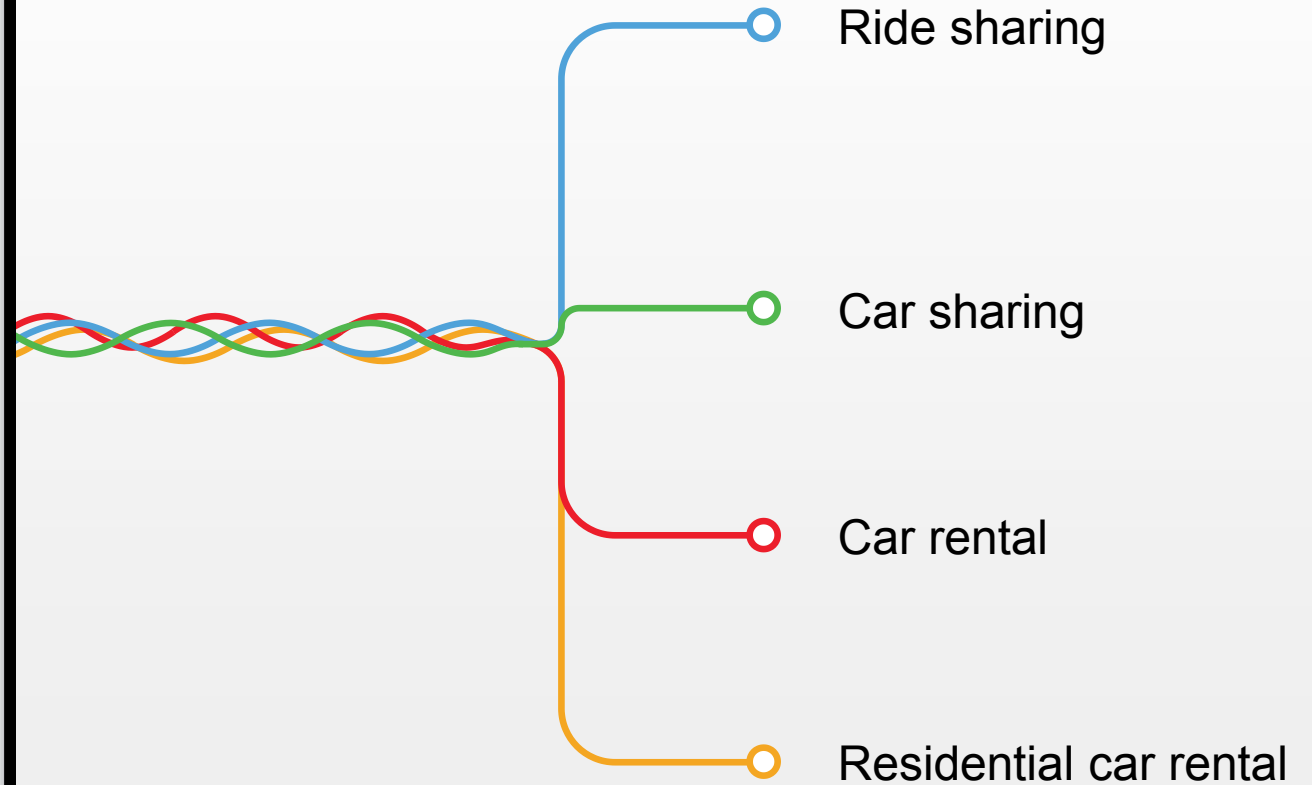
One fleet, many services

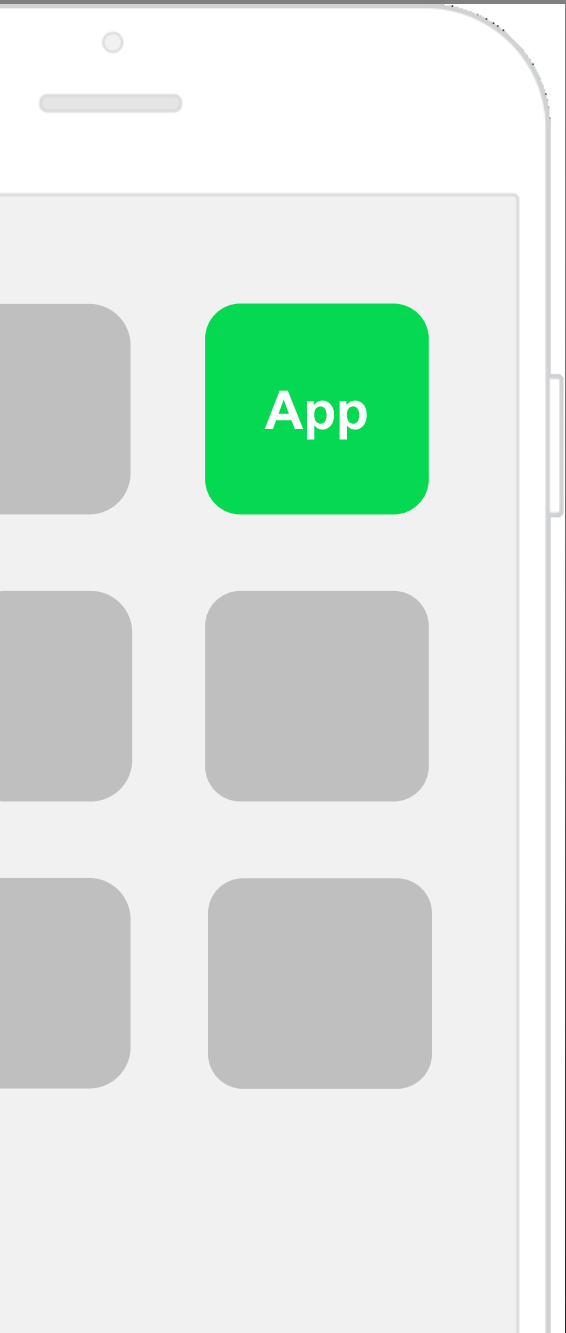
Cross Network

Cooperate with other fleets



A single platform for multiple mobility services





Carsharing



Ridesharing



Car Rental



Residential Car Rental

Global
end-to-end
business
operations

What value does RideCell bring our customers?

Define and build the right offering

Define your ultimate value proposition

Scale revenue, not costs

Launch in months with minimal upfront costs

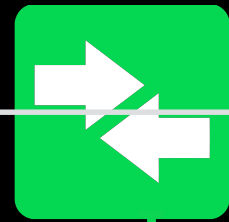
Get profitable faster

Highest utilization and low operating costs

Prepare for autonomous

Make your fleet autonomous ready

The time to act is now!
**Don't wait. Experiment &
embrace partnerships**



RideCell

The **Intelligent Platform** for
New Mobility Services

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🐦 [@ridecell](https://twitter.com/ridecell)