

RIDECCELL 



Carsharing as the path to autonomous ridehailing

Mark Thomas, VP Marketing/Alliances

July, 2018

The “Triple Disruption”



Autonomous



On-demand

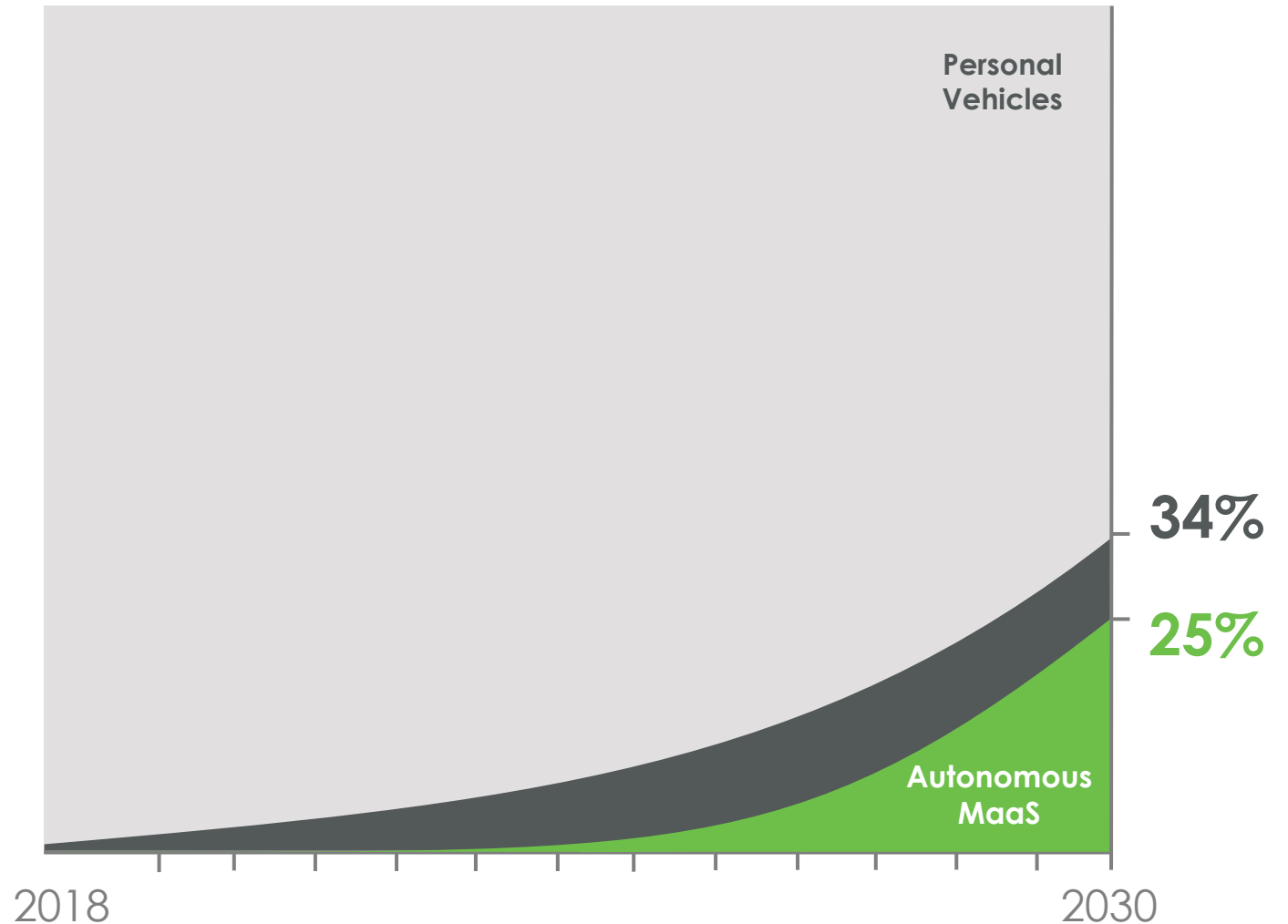


EVs

The “Triple Disruption”
will change transportation forever

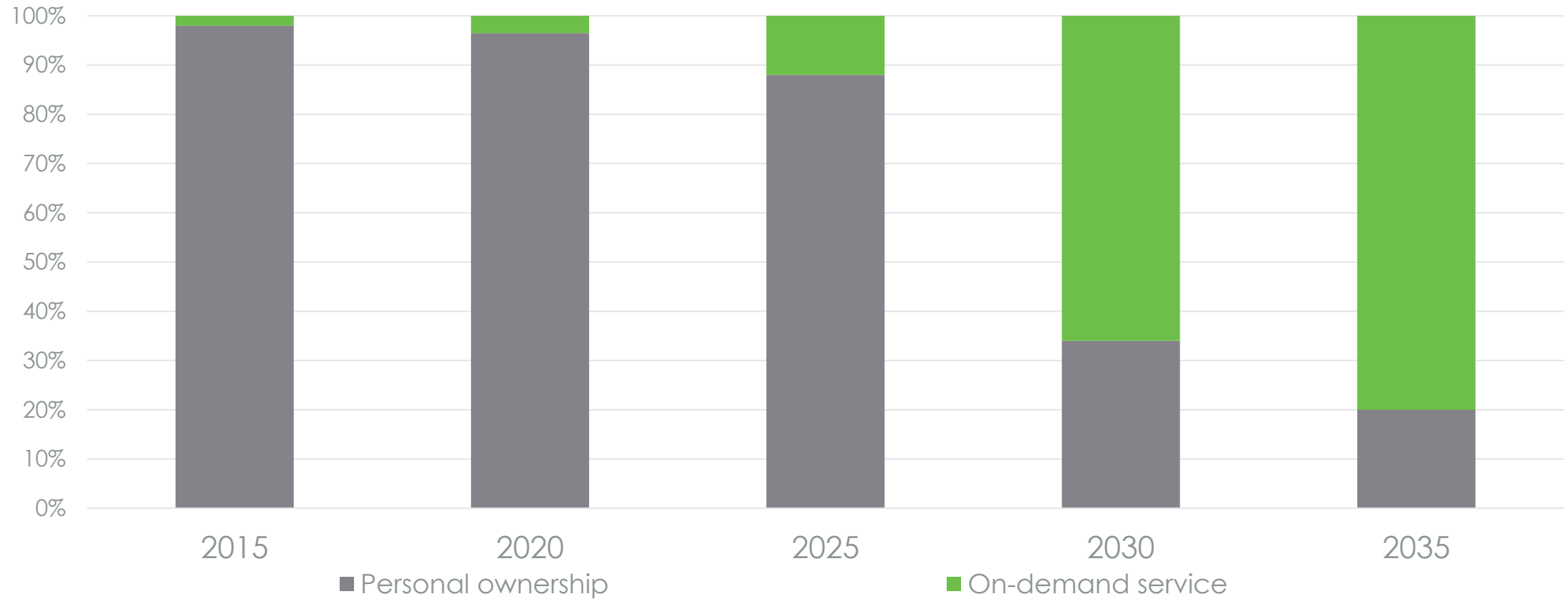
Mobility services gain usage

The growth happens with autonomous vehicles



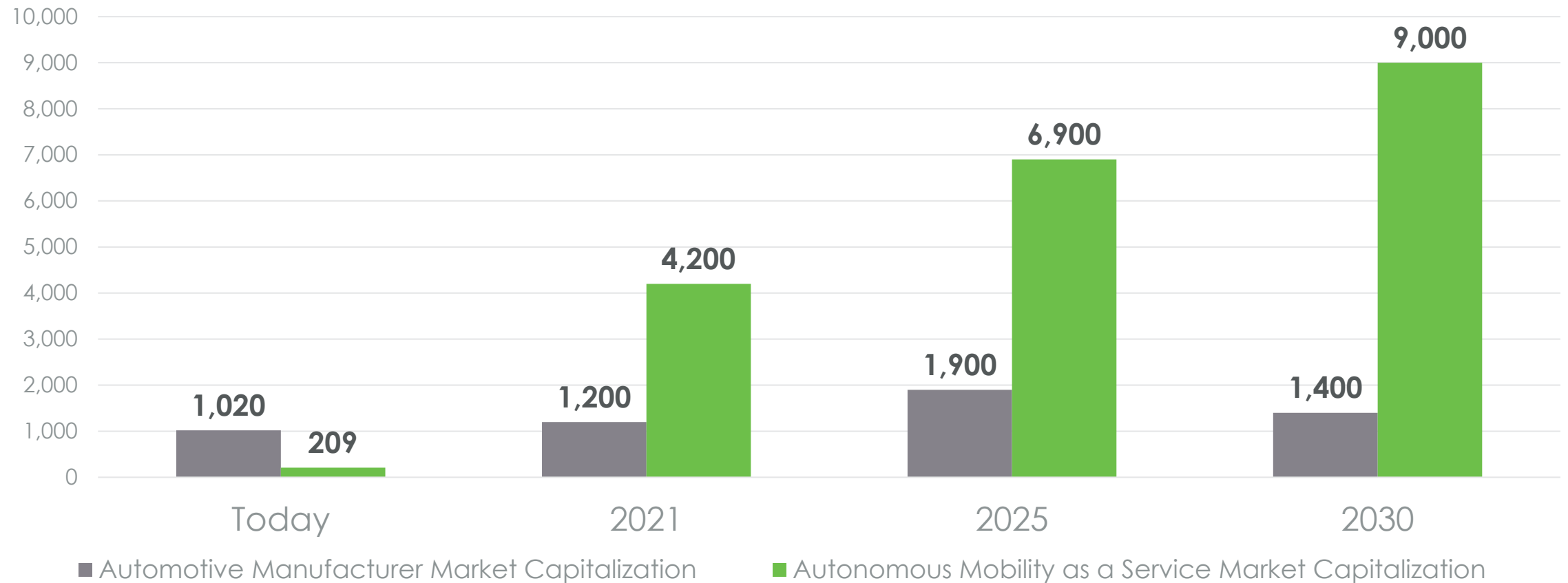
Mobility services gain vehicles

Forecast of new vehicle sales distribution in urban areas in the United States

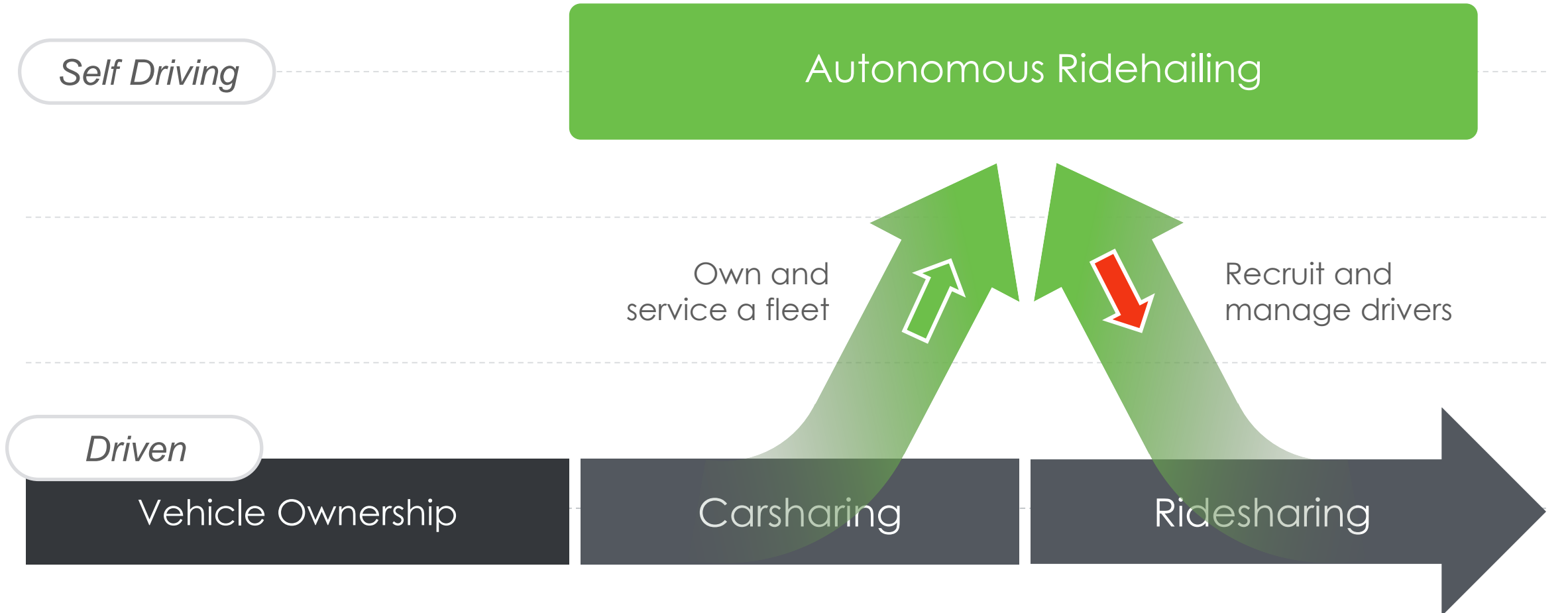


Mobility service providers gain value

(\$ Billions) Market cap mobility as a service vs. automotive manufacturers

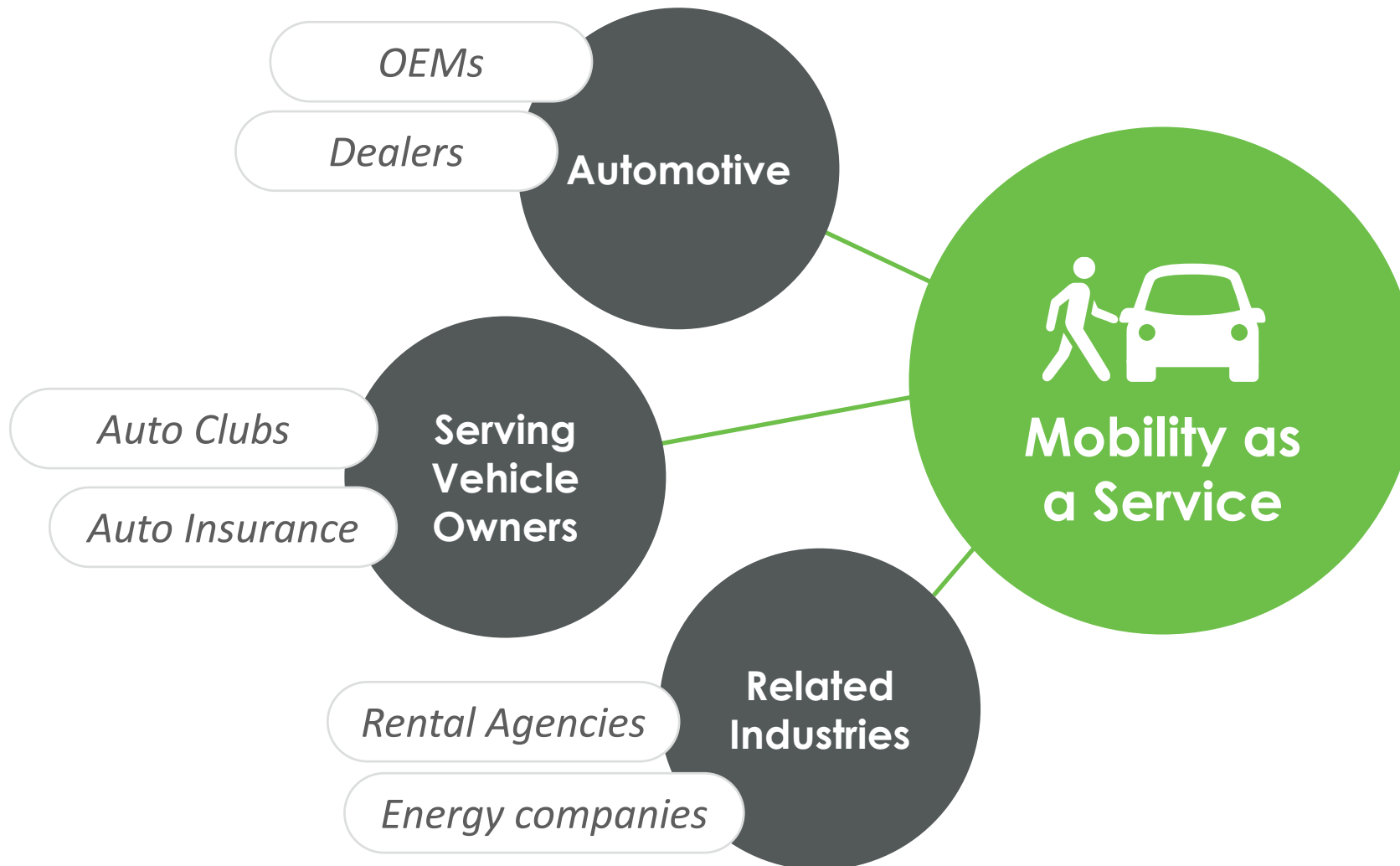


Mobility as a service evolution



Industries stepping up to new mobility...

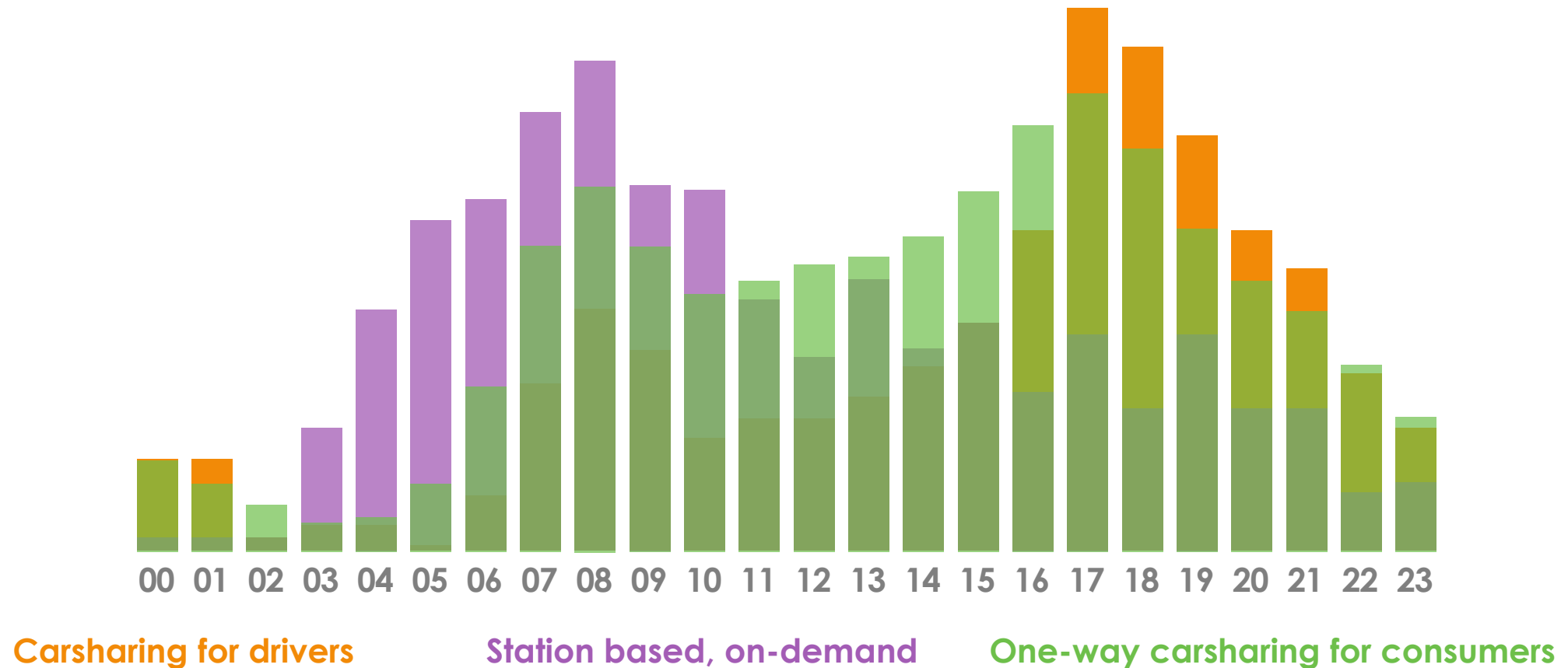
...are those that lose when private vehicle ownership declines



**The most efficient services use fleets
for multiple business models**

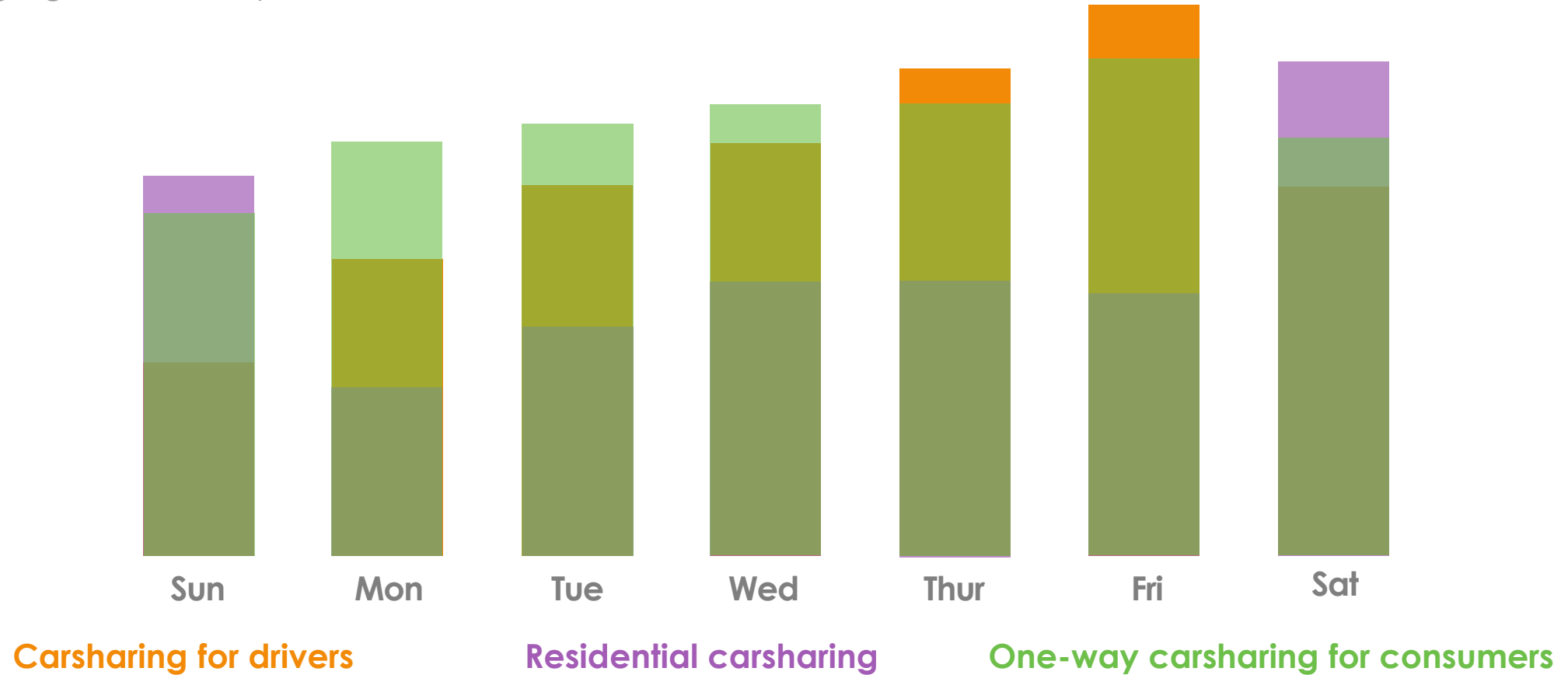
Different mobility services have peaks at different *times of the day*

Aggregated , anonymized data



Different mobility services have peaks on different *days of the week*

Aggregated , anonymized data



RIDECELL

Company

- Company founded in 2009 with focus on new mobility
- Over 25M rides/rentals delivered
- Based in San Francisco with 120 employees
- Series B funding of \$28 Million

Customers



Plus over 15 other carsharing/ridehailing customers

Investors



khosla ventures



ANDREESSEN
HOROWITZ

COX
AUTOMOTIVE™

initialized()

DENSO

PENSKE



A single platform for multiservice mobility, with an intelligent operations engine powering it all



Ridesharing
On-demand
Scheduled
Pooled

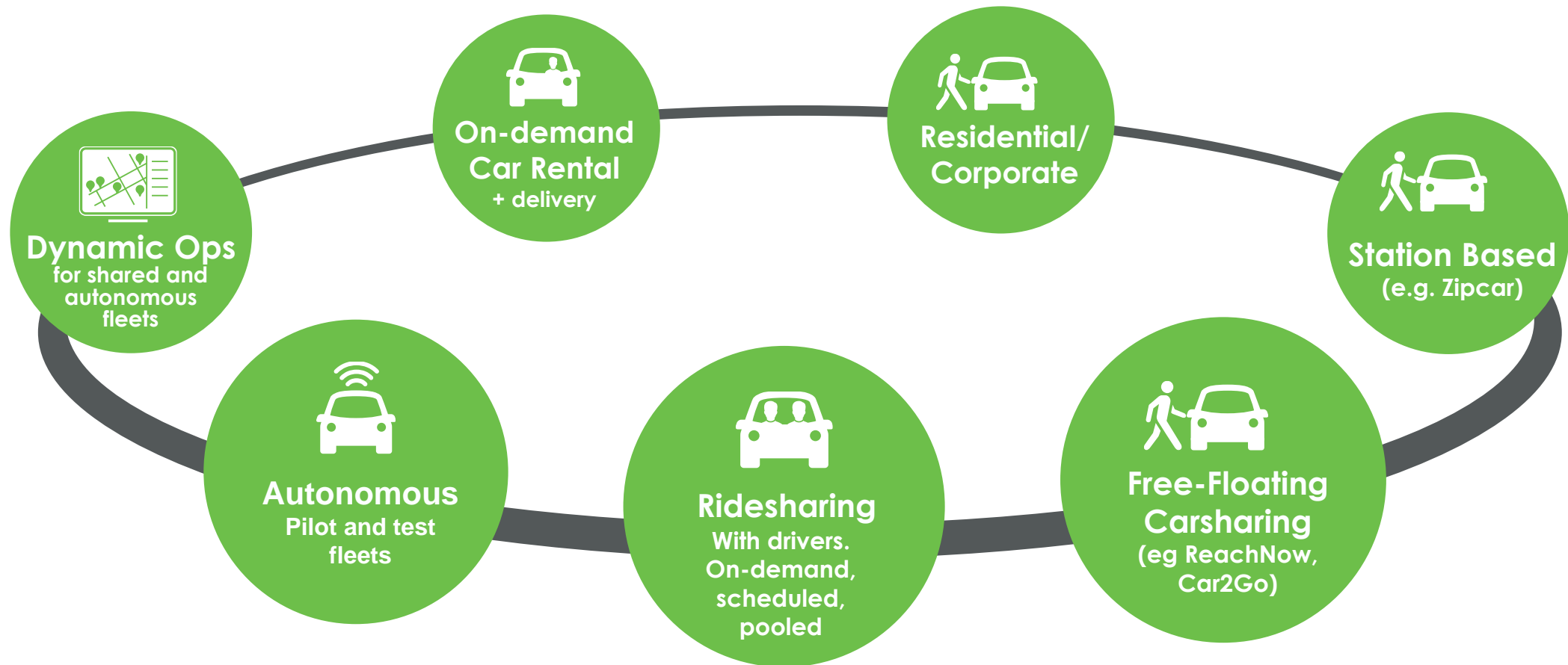


Operations Engine
Maintenance
Scheduling
Supplier Ticketing



Carsharing
Free-floating
Station-based
Rentals
Dynamic lease

Ridecell enables customers to launch new mobility businesses to supplement their existing business



Autonomous builds on today's services



Carsharing

Vehicle access
Fleet operations and
maintenance



Autonomous Ridehailing



Ridesharing

Dispatch intelligence
Pooling and routing
Demand prediction

An End-to-end Solution

Apps

Fleet Management

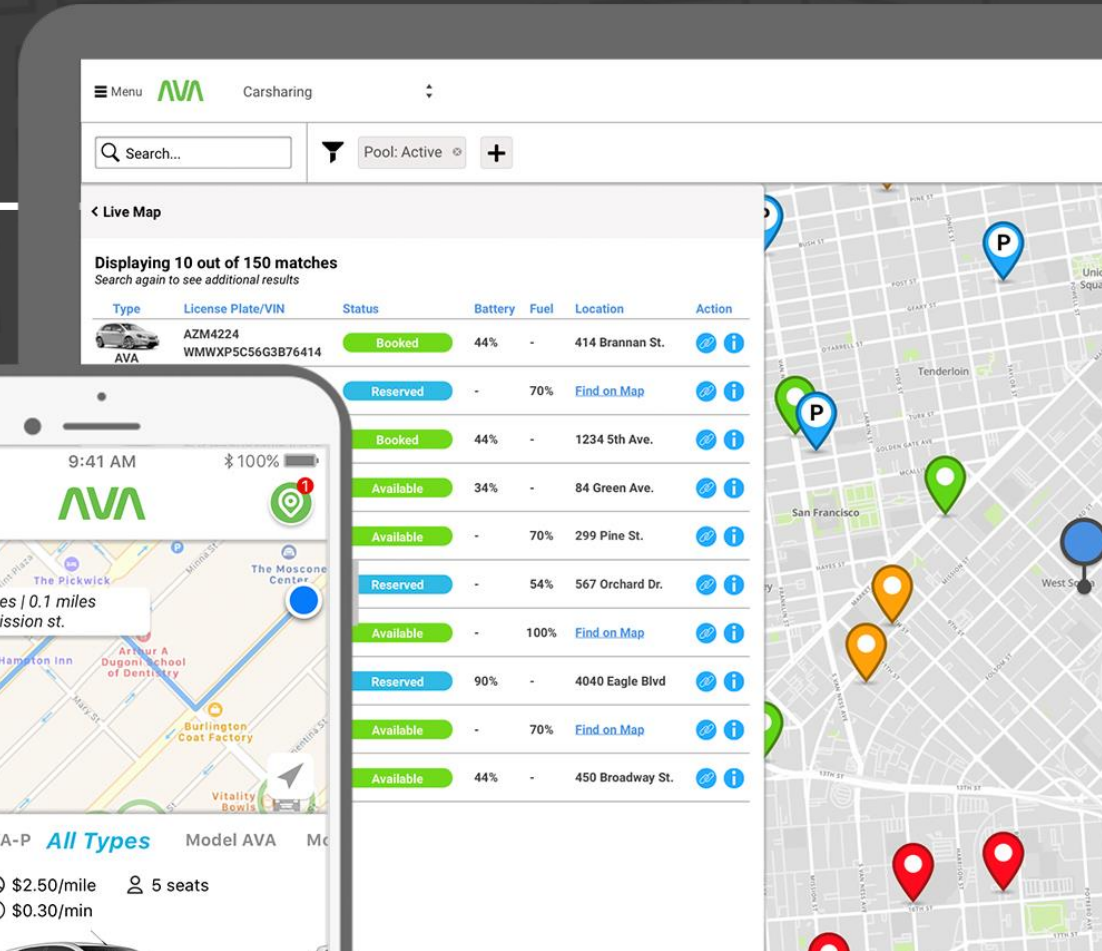
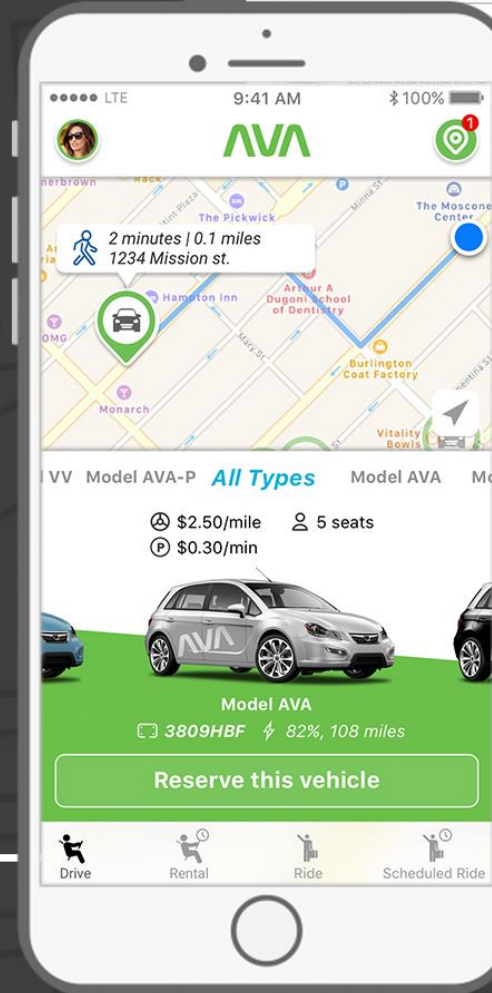
Demand/Supply Management

Operations

Vehicle Integration

Vendor Management

Compliance



The New Mobility Cloud



Build a differentiated offering
with APIs to replace key features



RIDECCELL

The Intelligent Platform
for New Mobility Services

✉ markt@ridecell.com

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