



**IRF WORLD ROAD
MEETING 2017**

/ 14-17 NOVEMBER / DELHI / INDIA /

**Reinventing Carsharing
as a modern (and
profitable) service**

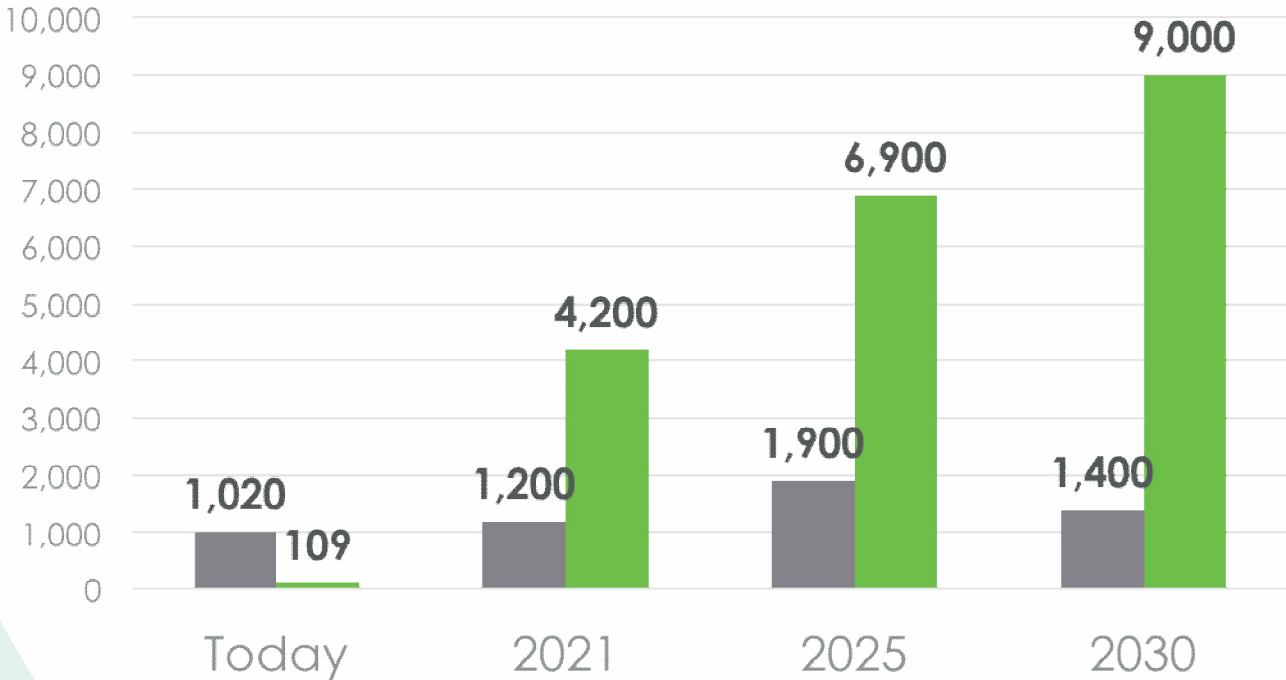
Deepti Tiku
Director of Marketing
Ridecell
deepti@ridecell.com



**Mobility services are the
automotive growth engine**

Market capitalization will move to mobility service providers

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

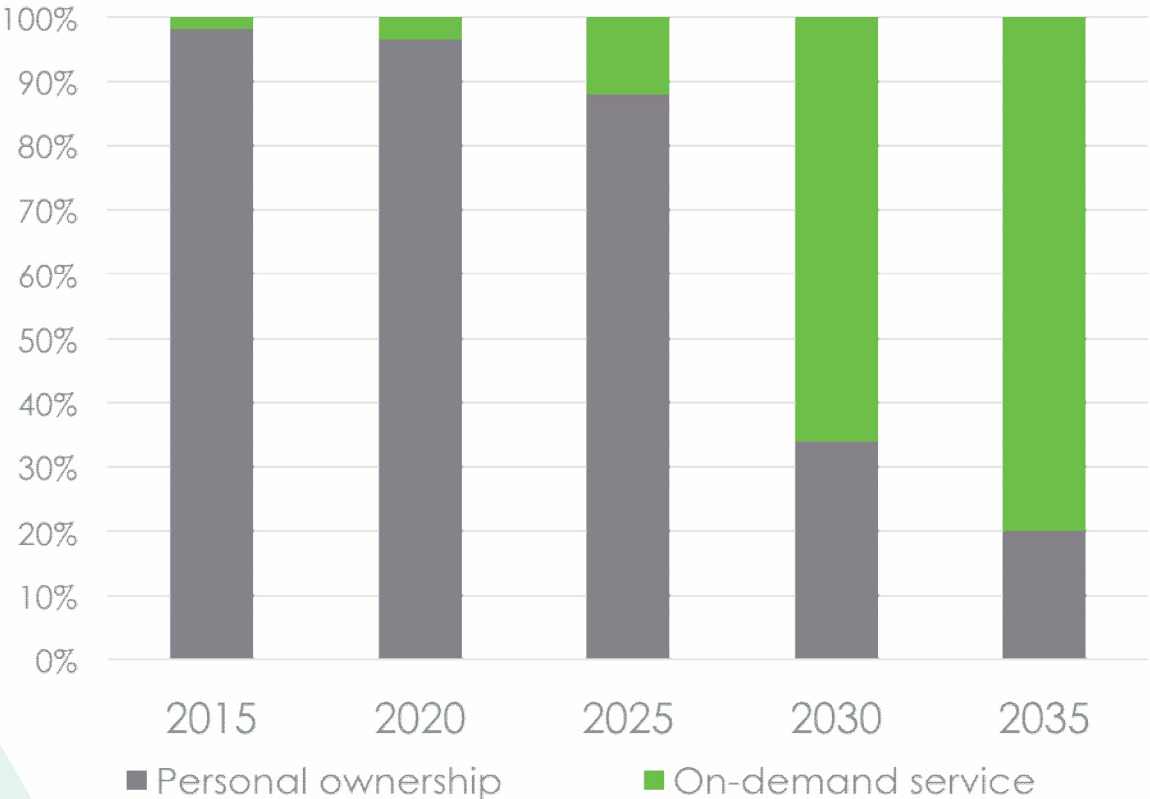


Source: ARK Investment Management LLC | ark-invest.com

■ Automotive Manufacturer Market Capitalization
■ Autonomous Mobility as a Service Market Capitalization

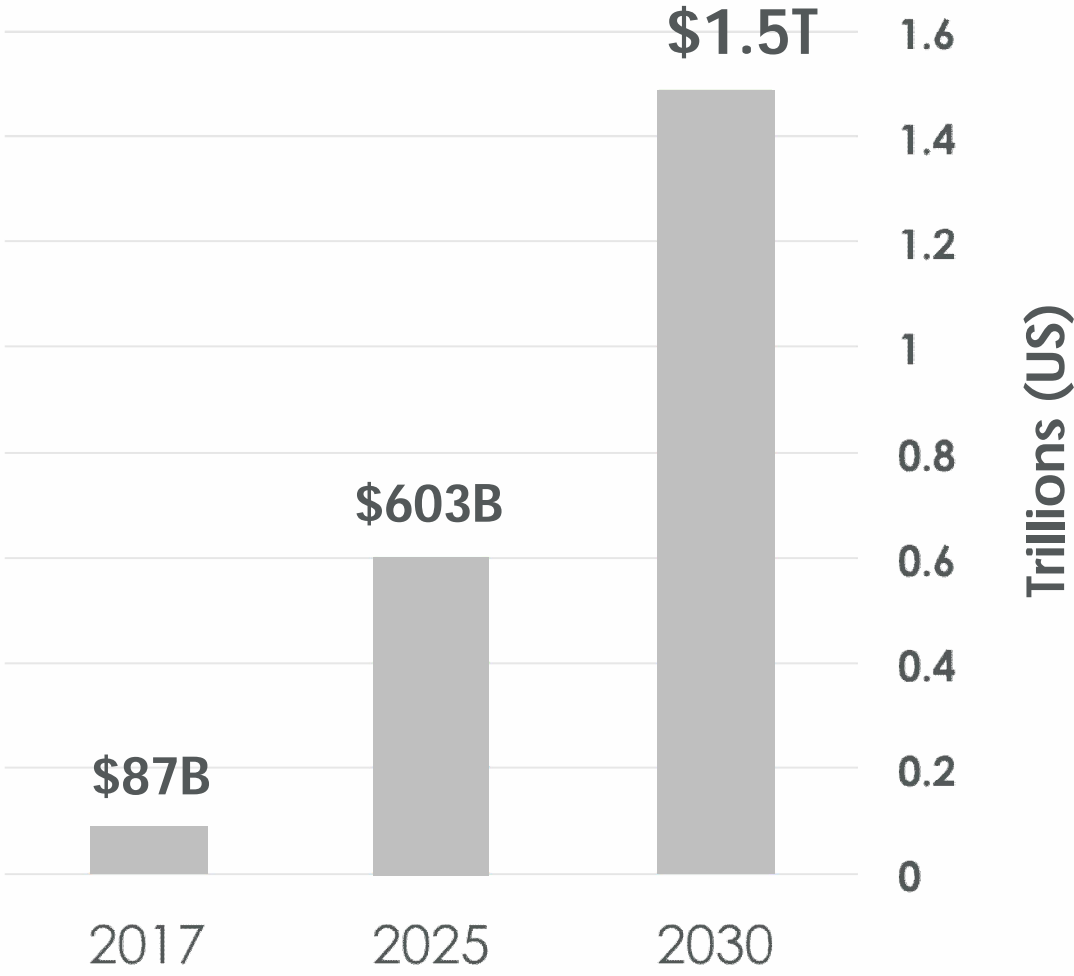
New vehicles will increasingly be sold to new mobility fleets

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



Source: Deloitte University Press, The future of mobility: What's next?, 2017 Issue 20

Projected revenue for MaaS \$1.5T by 2030



Source: Expert Interviews;
PwC Autofacts; Strategy &
Analytics—The 2017 PwC's
Strategy & Digital Auto
Report.



Capitalizing on the mobility opportunity

Mobility as a service evolution

Self Driving

Autonomous Mobility as a Service

Driven

Vehicle Ownership

Carsharing

Ridesharing

Mobility as a Service

The best route to autonomous goes through carsharing

Self Driving

Ride Service
Autonomous Mobility as a Service

Alliance (Airline model)



Monopoly (closed system)

Customer base



Customer base

Own and service a fleet



Recruit and manage drivers

Driven

Carsharing

Ridesharing

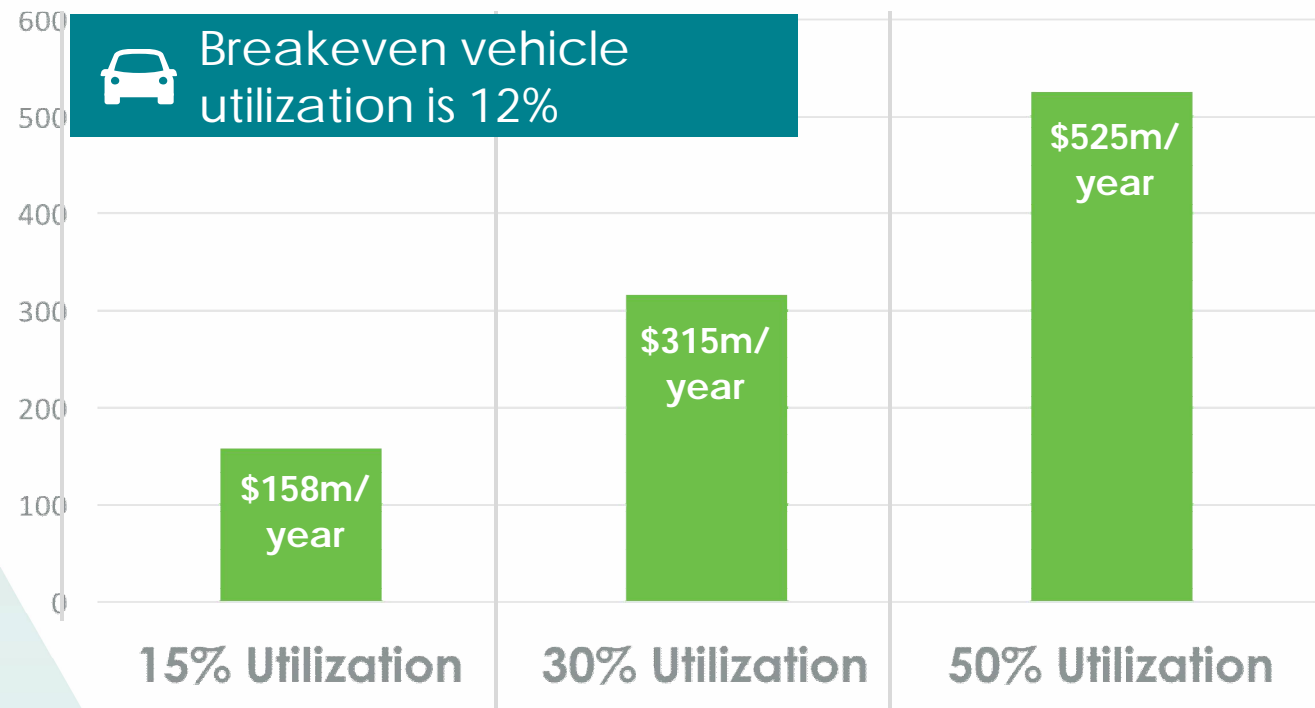
Start with carsharing using a platform designed for high utilization



Breakeven vehicle utilization is 12%

Utilization drives profitability

4000 car fleet annual revenues (\$ millions) by utilization rates



Keys to achieving high utilization

Machine Learning

Advanced demand/supply

Operational Efficiency

Predictive fleet management

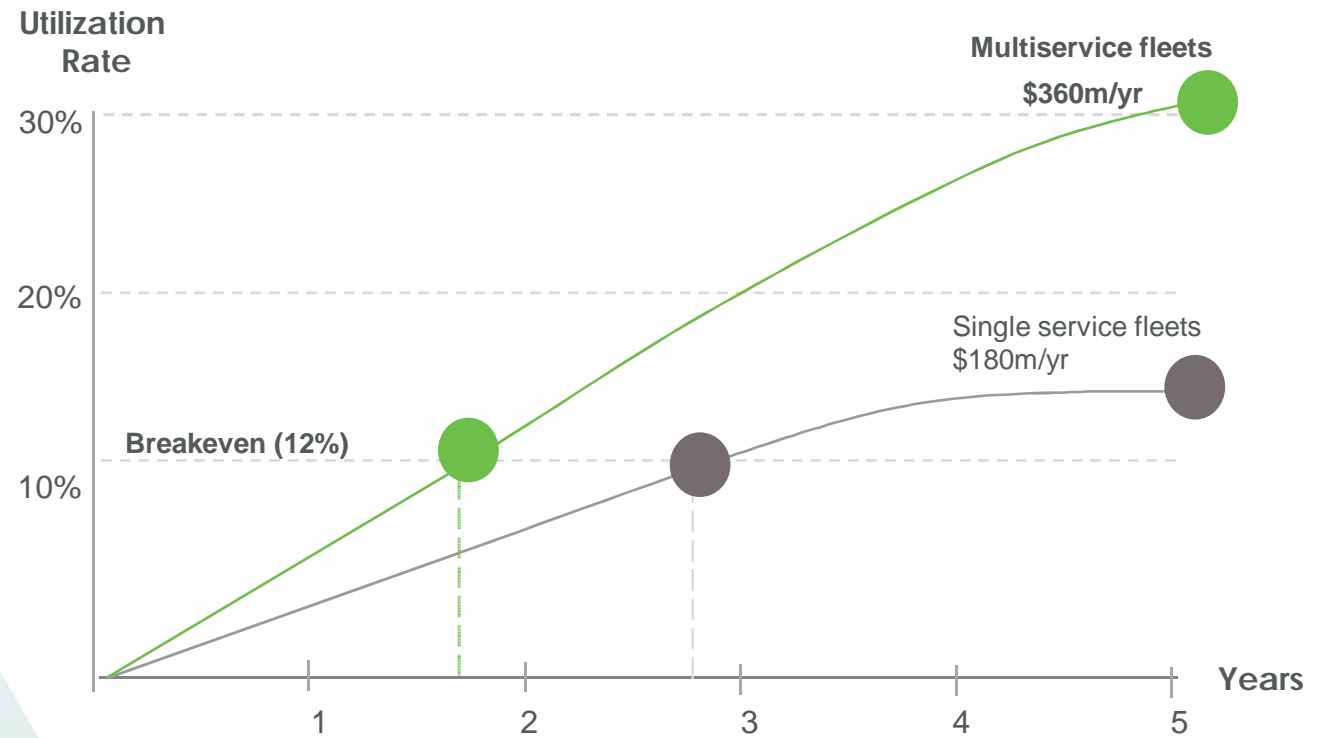
Multiple Services

One fleet, many services

Cross Network

Cooperate with other fleets

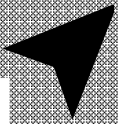
Multiservice mobility drives up utilization



Estimates based on a 4000 car fleet (8 cities @ 500 each)

Ridecell makes the **leading intelligent platform for new mobility services**, enabling services like ridesharing, carsharing, and even autonomous ride services.

RIDECCELL



- Founded in 2009, with the mission of providing new mobility services
- Silicon Valley (SF)
- The only mobility platform offering both carsharing and ridesharing
- Previously operated Summon rideshare service
- Customers include:
Corporate and University Campuses, Transit agencies, Automakers, Car Dealerships, Auto Clubs.

Runs on Ridecell:



 **ReachNow**

Industry's first multiservice offering

- Carshare, rideshare, residential carshare, and rental

3 cities in 9 months

- Over 50,000 members
- Strong fleet utilization



Runs on Ridecell:



Newly launched carsharing service

- Serving Oakland & Berkley CA
- Free floating service allowing for one way trips
- Unique fleet of Prius vehicles with bike racks



Runs on Ridecell:




ŠKODA



- Volkswagen Group Poland – Skoda Vehicles
- Serving Warsaw, Poland
- Locally operated by Skoda Dealer





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



RIDECELL

The Intelligent Platform
for New Mobility Services

✉ deepti@ridecell.com

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