Autonomous driving mobility, knowing the destination

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Mobility services are the automotive growth engine

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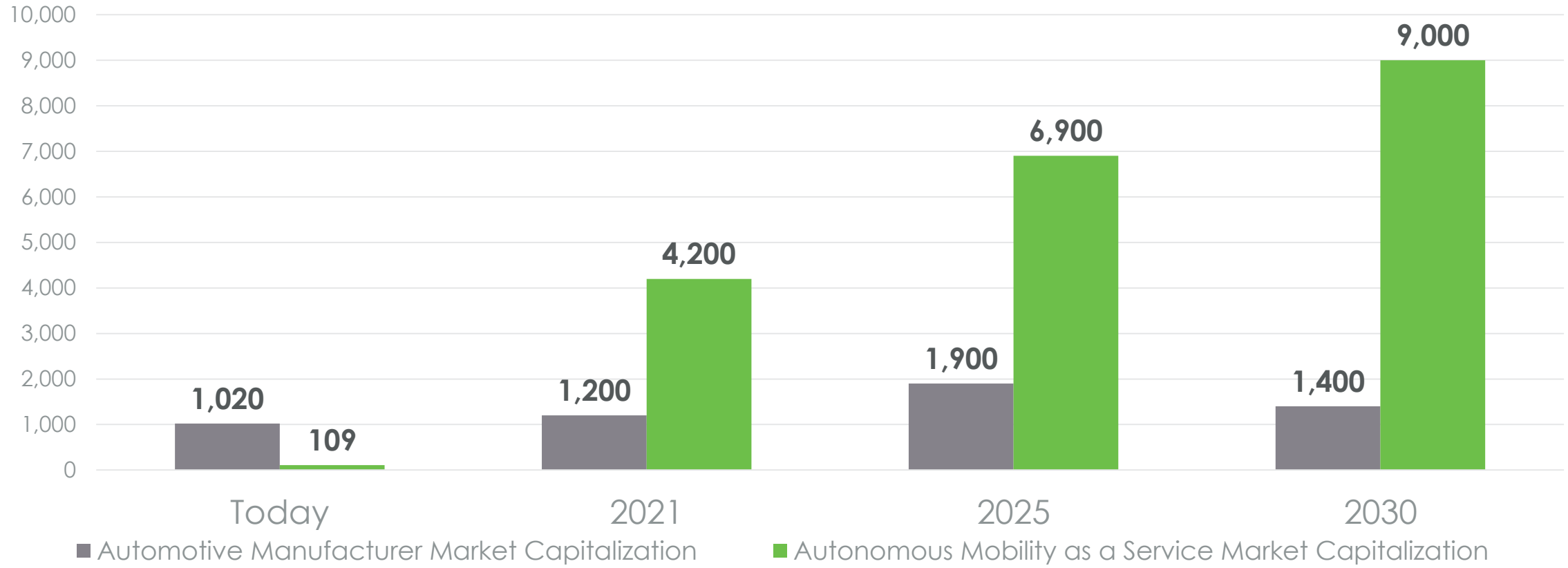
Market capitalization will move to mobility service providers

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



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

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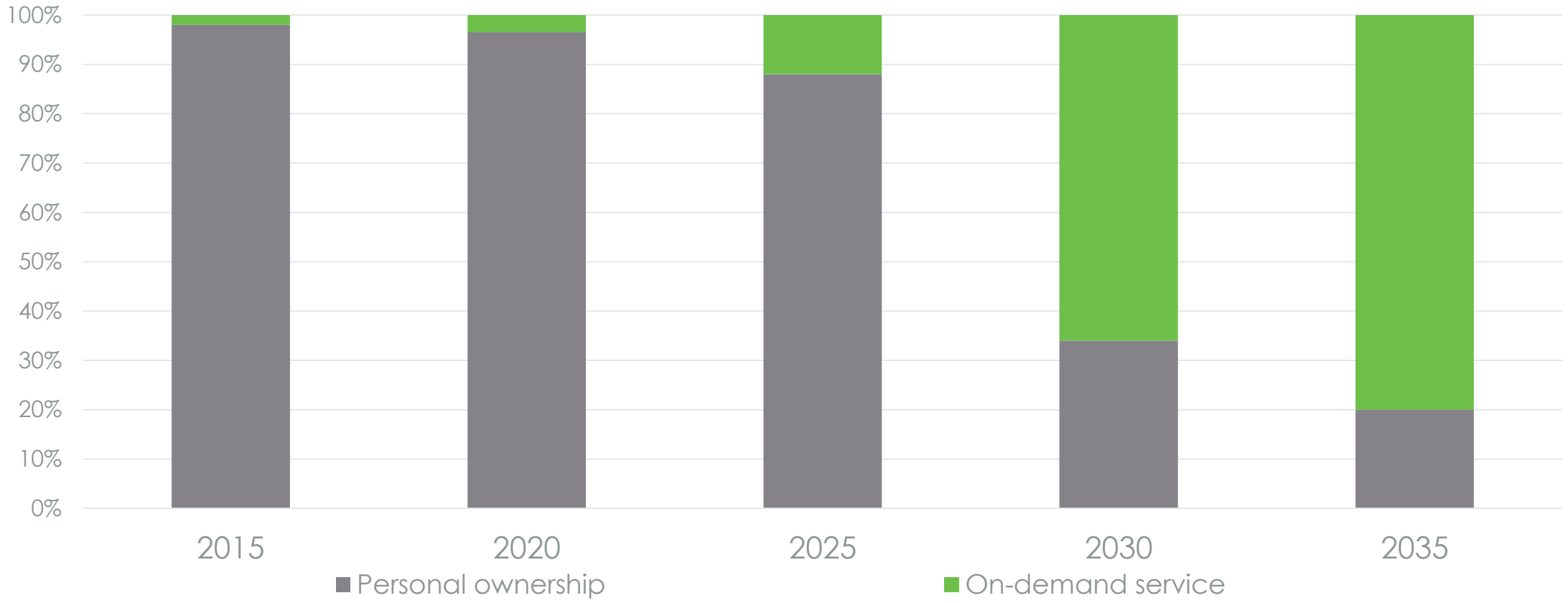
New vehicles will increasingly be sold to new mobility fleets

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

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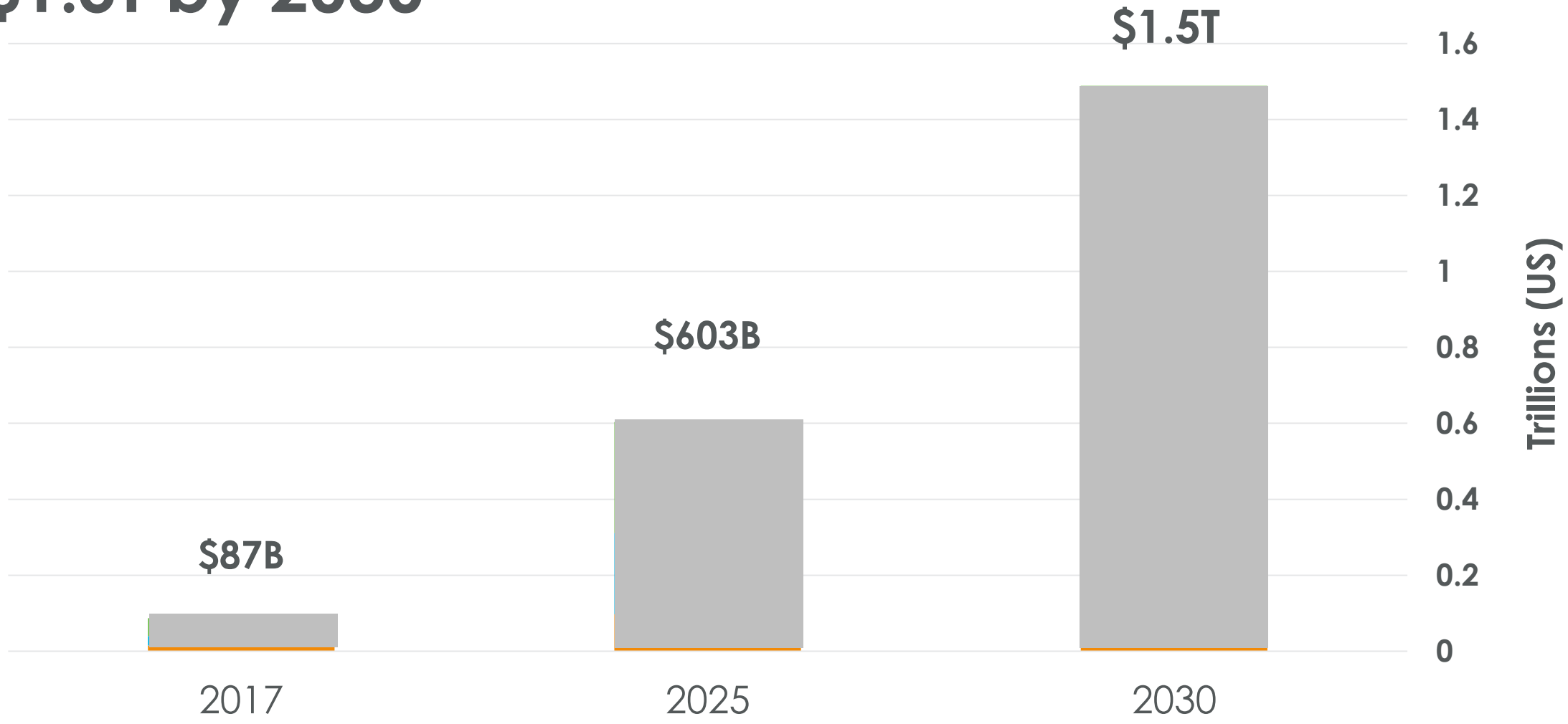
Projected revenue for MaaS
$1.5T by 2030



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

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Capitalizing on the mobility opportunity

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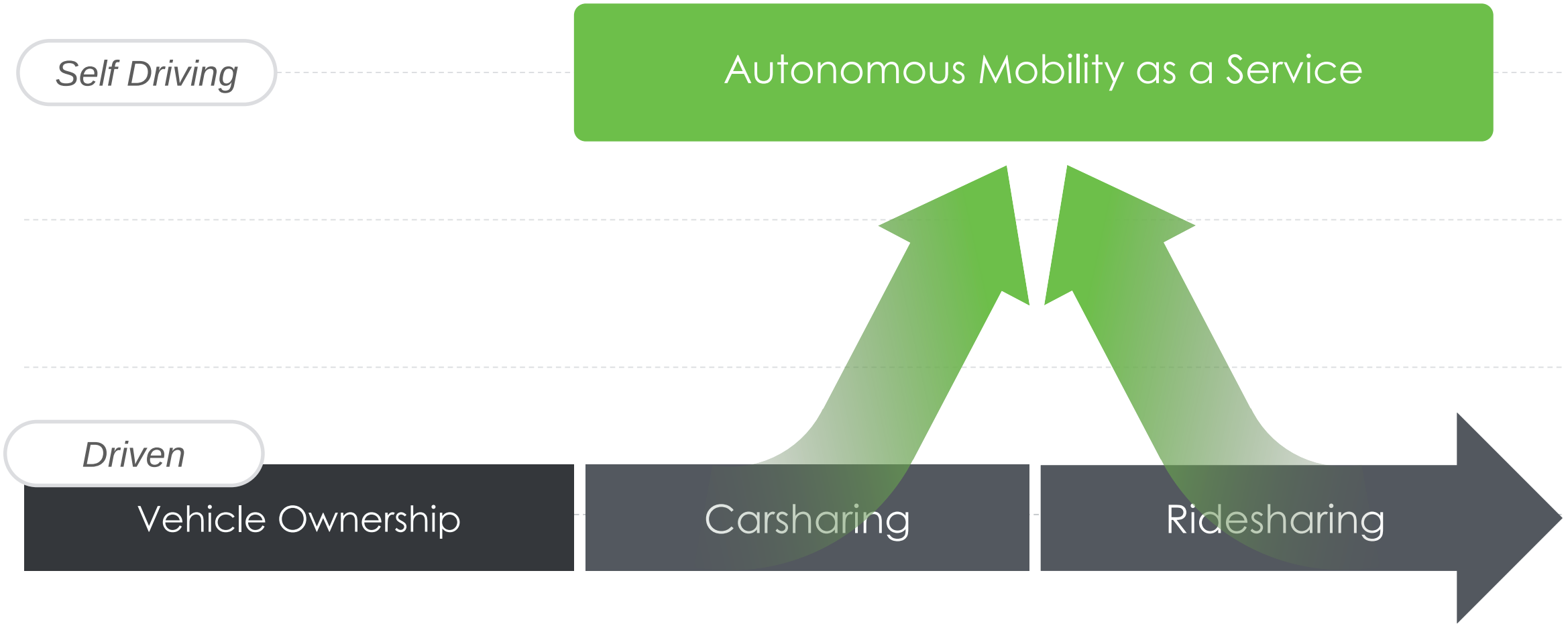
Mobility as a service evolution



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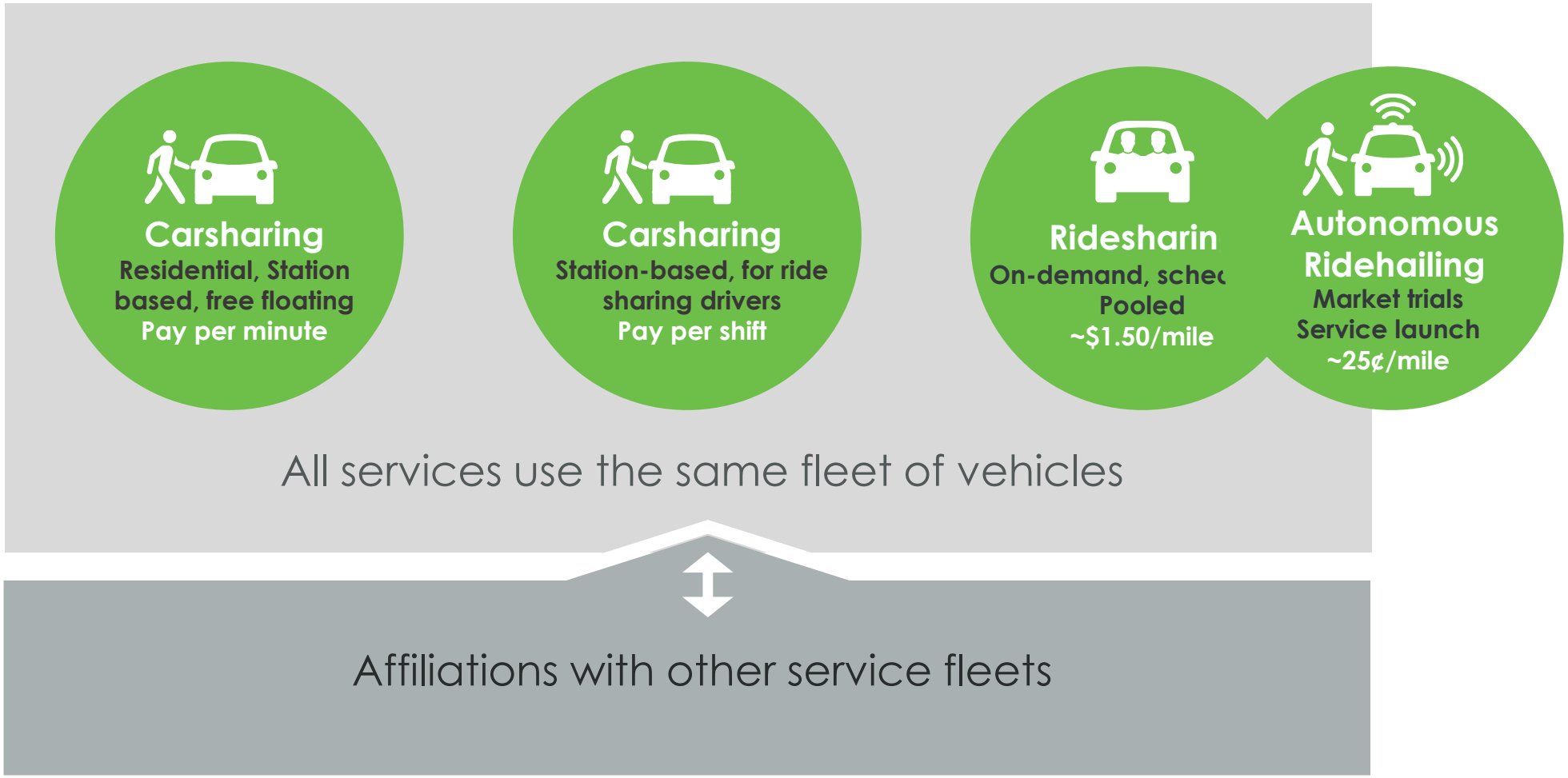
The new mobility road to autonomous



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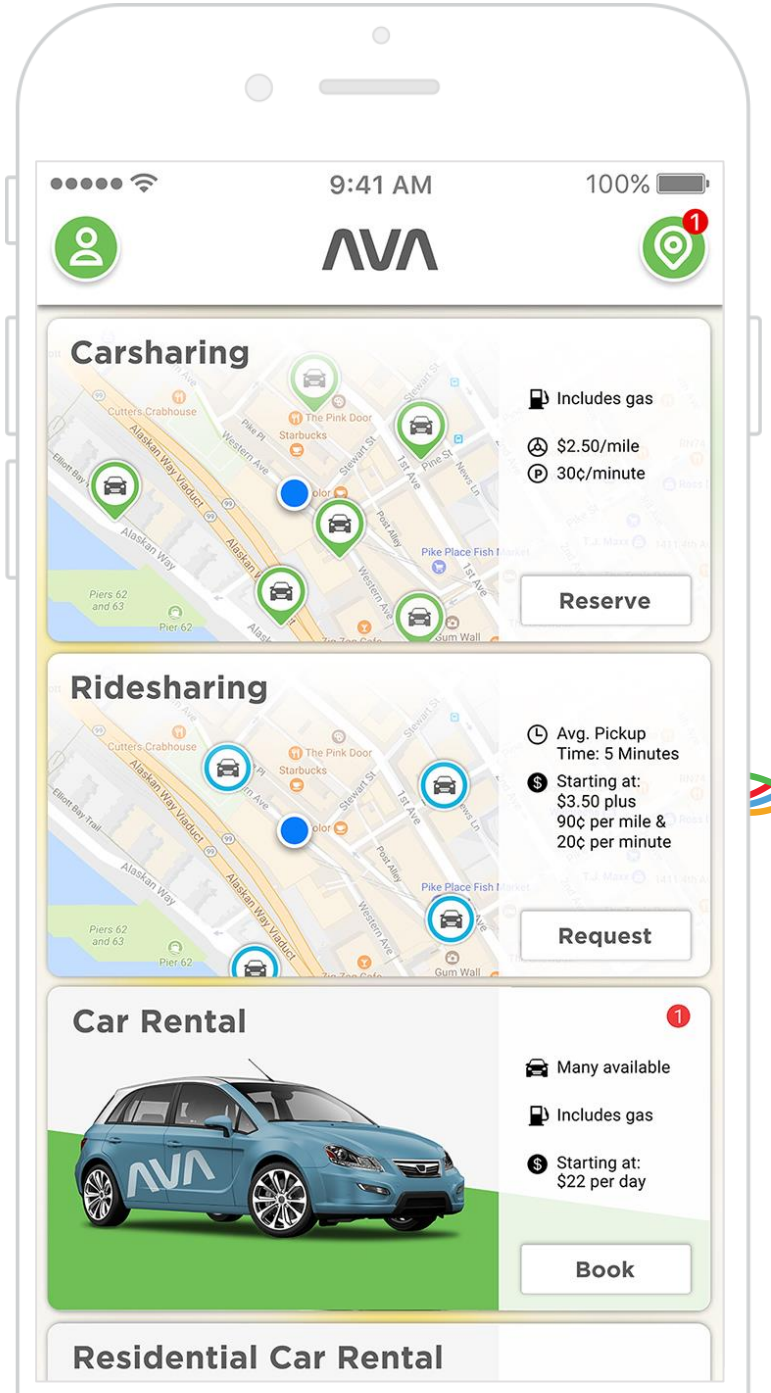

A single platform for multiple mobility services

- Ridesharing
- Carsharing
- Car rental
- Residential car rental

Autonomous mobility as a service requires tools in multiple areas.

Carsharing / Fleet Optimization

Fleet management

Rider identity verification + Risk

Vehicle access

zipcar

Autonomous Driving + Active Fleet Management

WAYMO

UBER

Ridesharing

Dispatch Intelligence

Pooling and routing

Demand Prediction

lyft UBER

Leading mobility operators prefer to buy (not build) in at least one area.

Confidential, Ridecell for IVP

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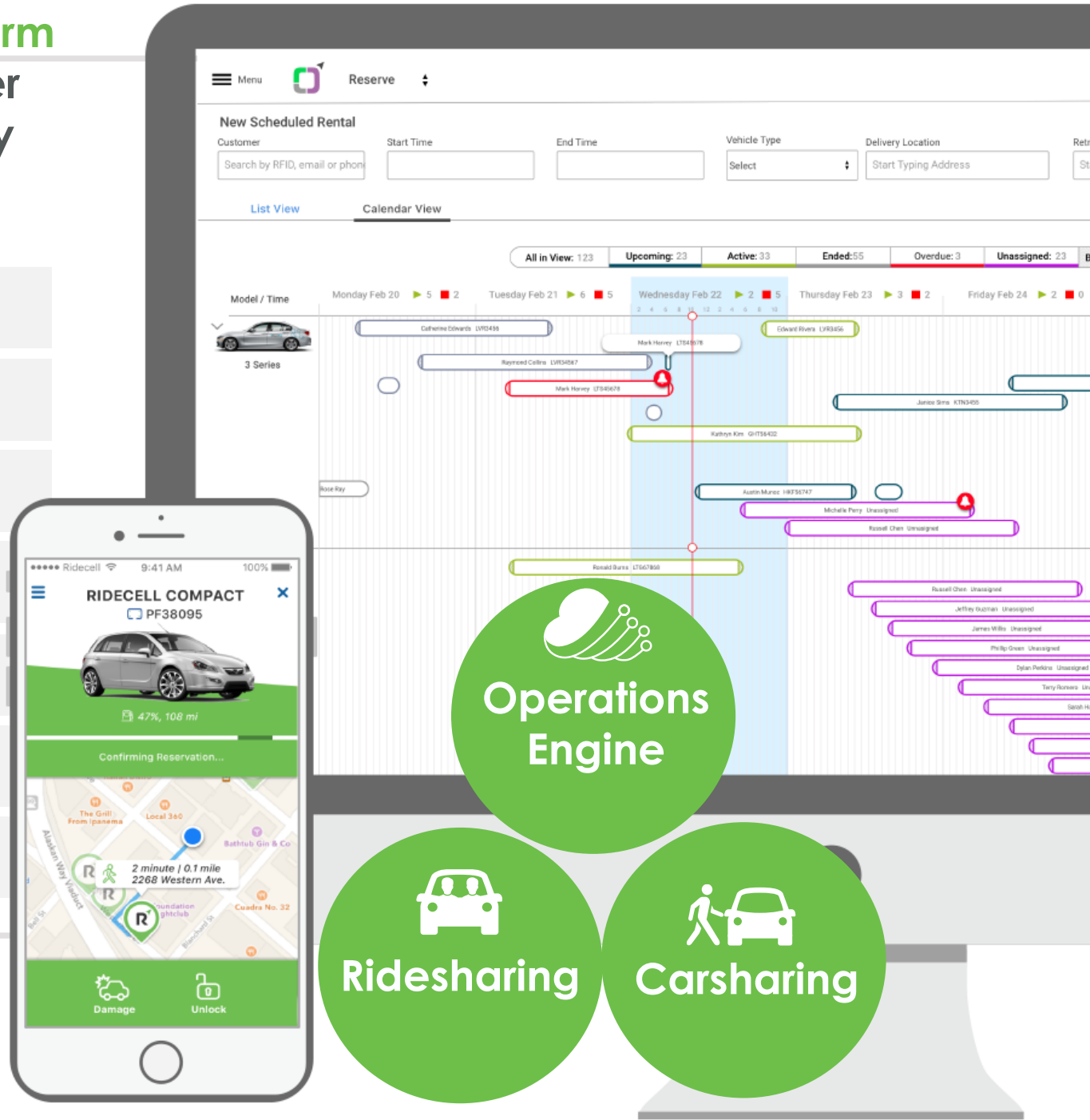
Ridecell's Mobility as a service platform

includes operational and developer tools to automate and optimize key aspects of a mobility business.

- Customized Apps / API
- Fleet Management
- CRM, Marketing, Pricing
- Operations & Supply Management
- Vehicle Integration, Safety, Access, In-vehicle Experience
- Supplier and Task Management
- Compliance, Taxes, Accounting



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Confidential, Ridecell 2018

Autonomous today

Low speed campus, resort, community shuttles

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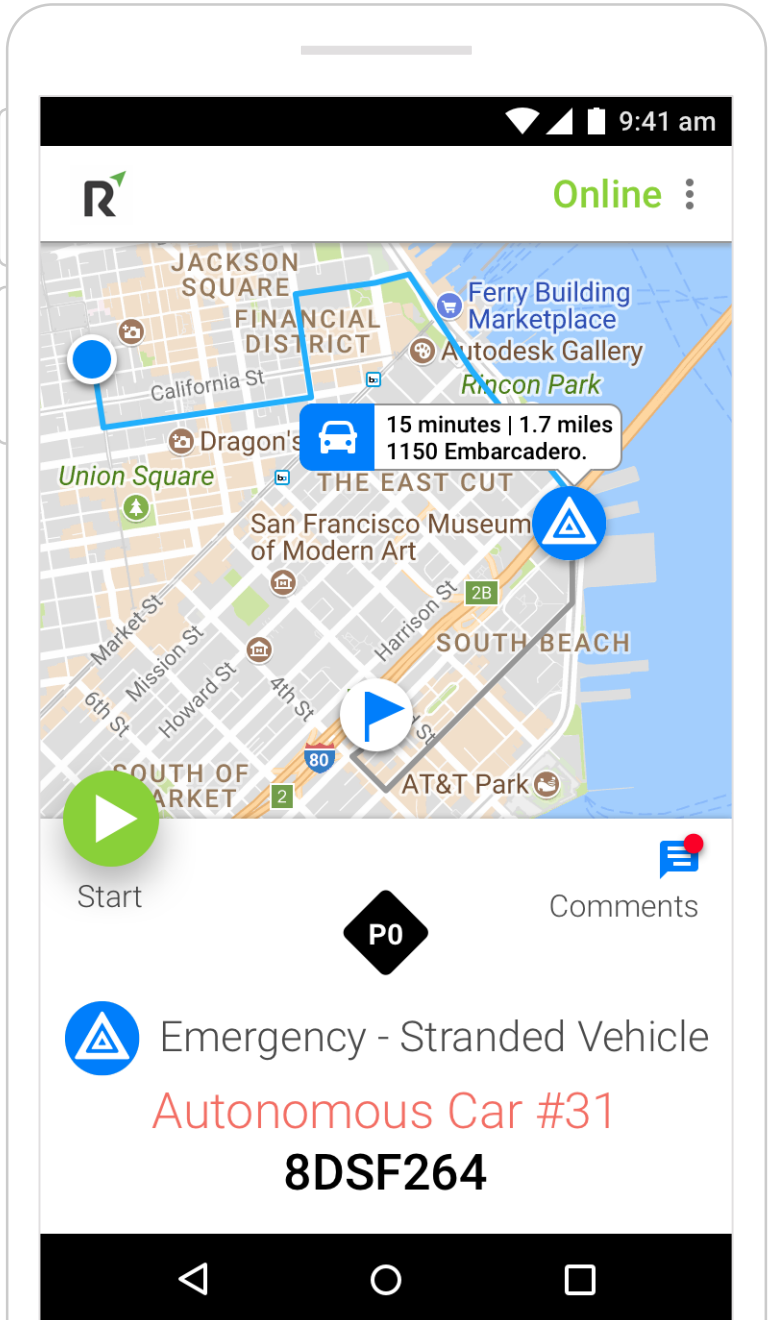

Autonomous Operations Platform

Self-manage operational tasks

- Direct vehicles to operations depots
- Send support vehicles
- Grant vehicle access
- Compliance reporting

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The Intelligent Platform
for New Mobility Services
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