

**RIDECCELL**

A green arrow pointing upwards and to the right, positioned above the final 'L' of the word 'RIDECCELL'.



# Carsharing and Ridesharing. Two services, one fleet. (and other ways to increase utilization)

**Mark Thomas**, VP Marketing

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

# RIDECCELL



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- Founded in 2009, with the mission of providing new mobility services
- Silicon Valley (SF)
- Previously operated Summon rideshare service

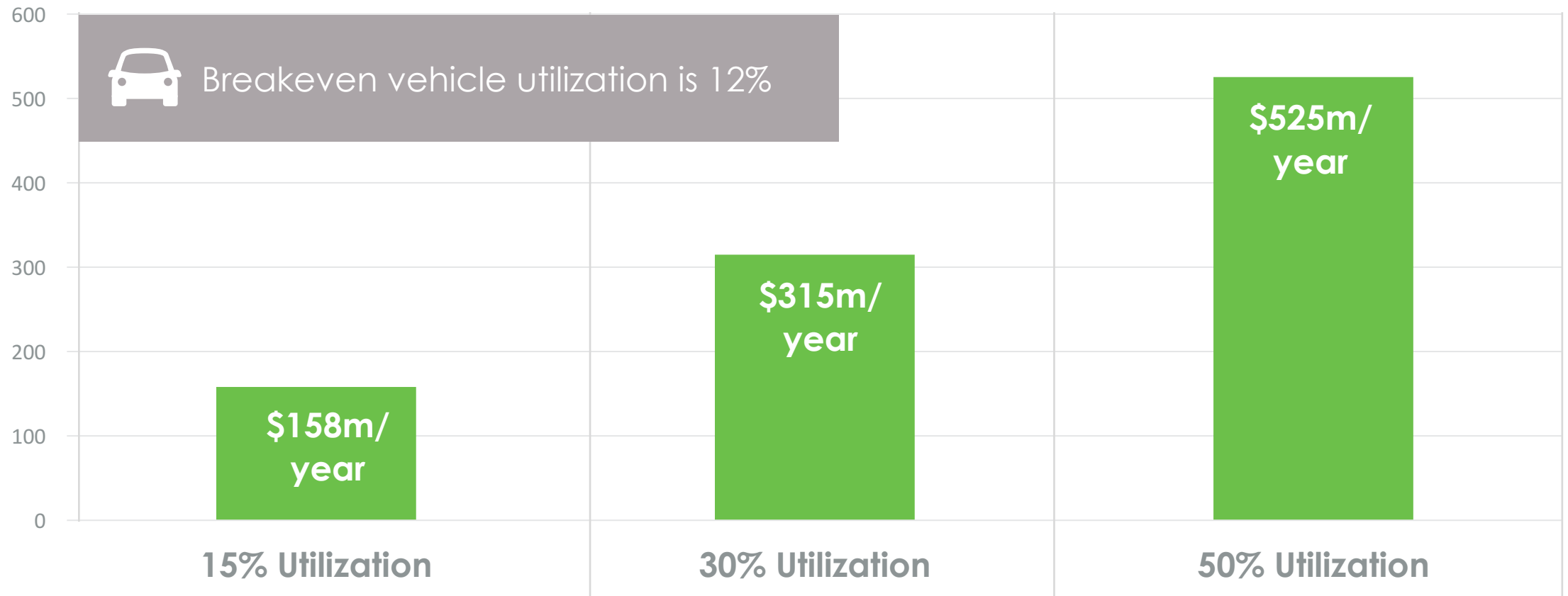
# Utilization drives profitability



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

# A single platform for multiservice mobility—driving higher revenues from shared costs, and increasing retention

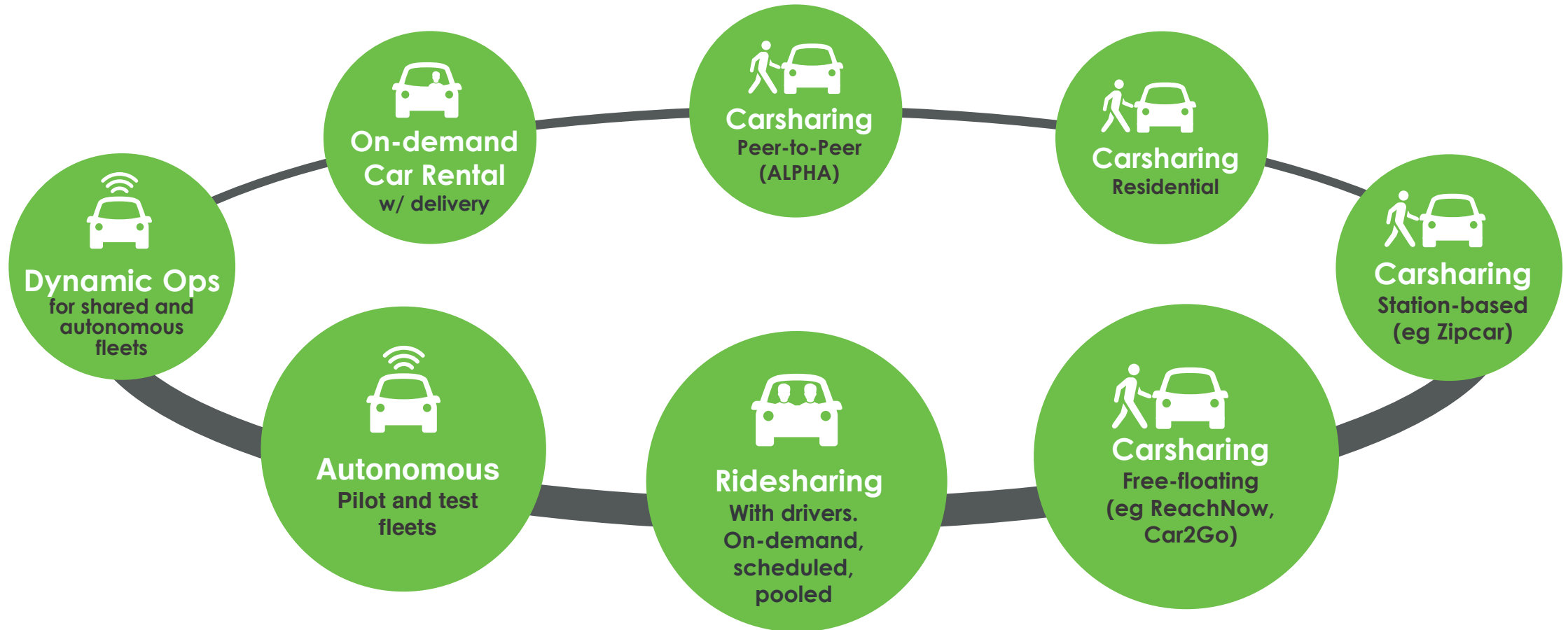


**Ridesharing**  
With drivers.  
On-demand,  
scheduled,  
pooled



**Carsharing**  
Free-floating  
(eg ReachNow,  
Car2Go)

# Supporting seven sub-types of mobility and operations to power each of them.



Runs on Ridecell:



 **ReachNow**

**Industry's first multiservice offering**

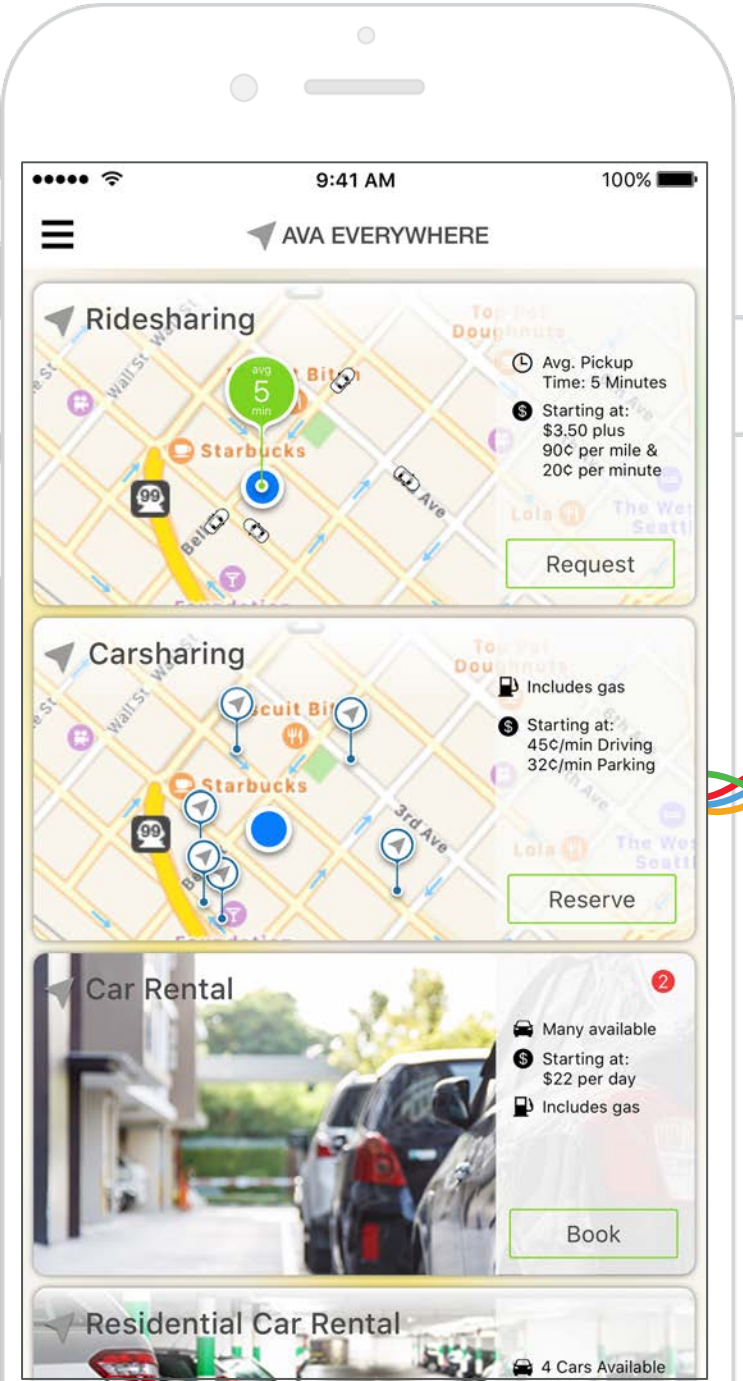
- Carshare, rideshare, residential carshare, and rental

**3 cities in 9 months**

- Over 40,000 members
- Strong fleet utilization



# A single platform for multiple mobility services



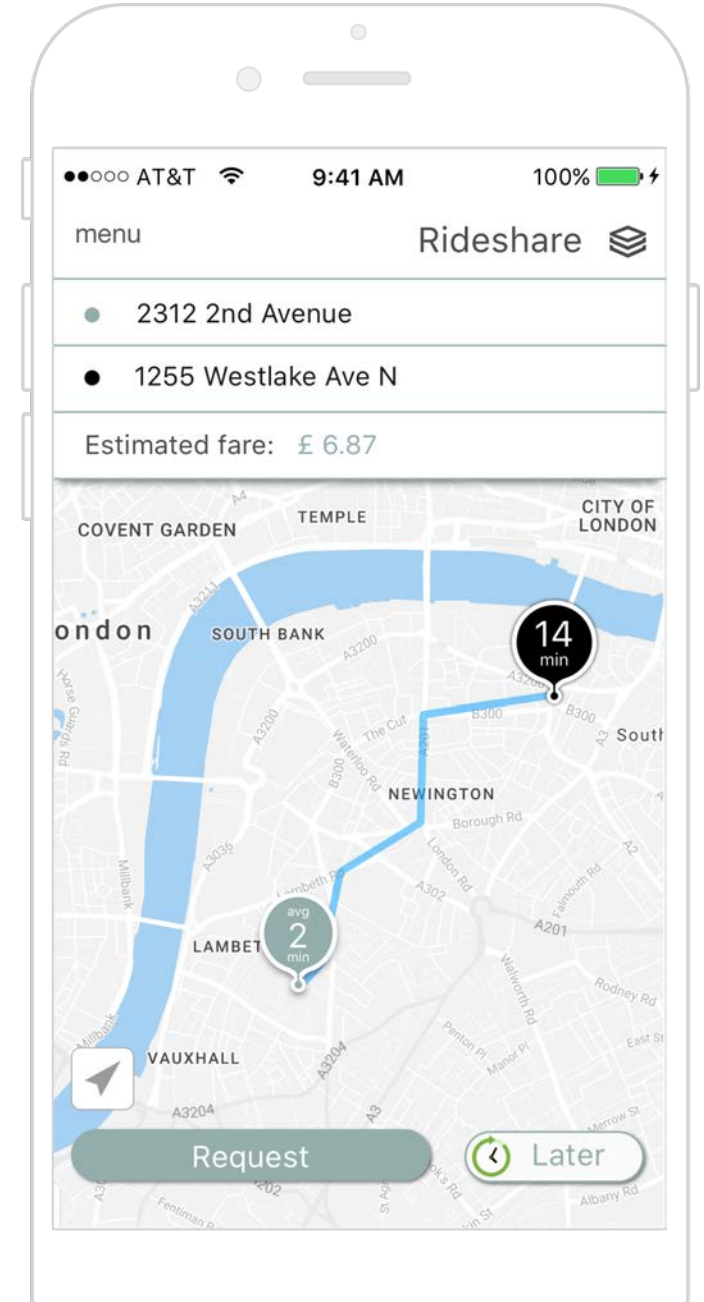
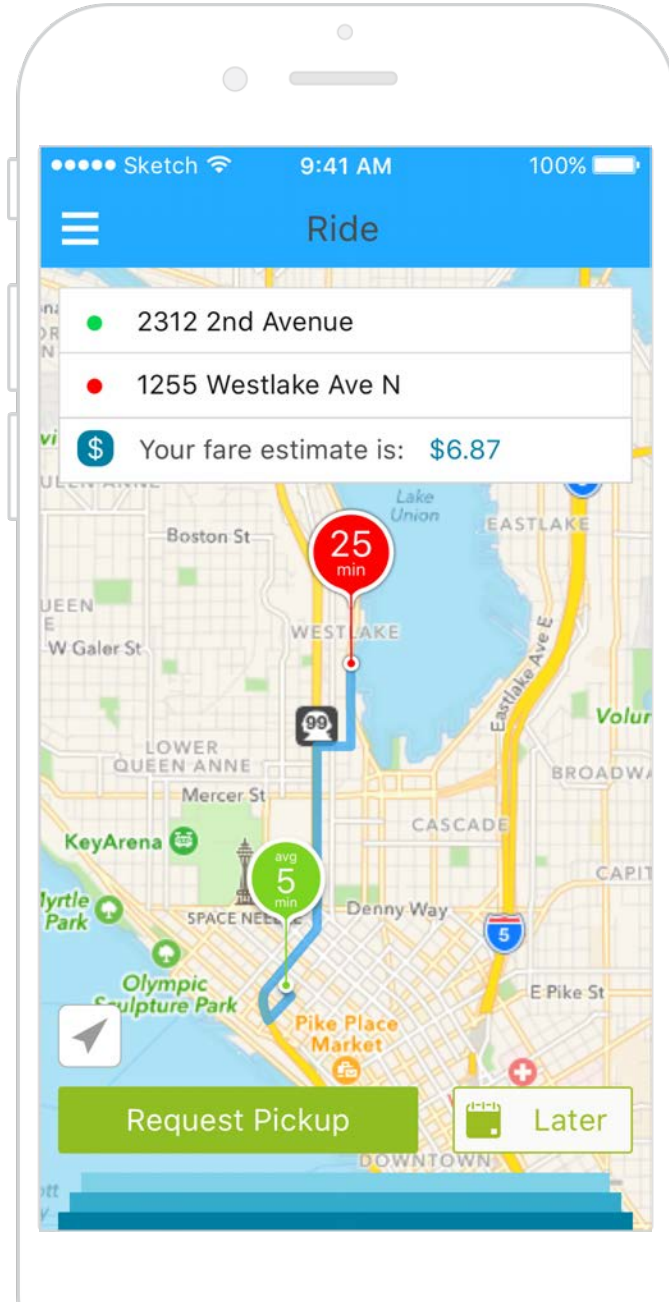
Ridesharing

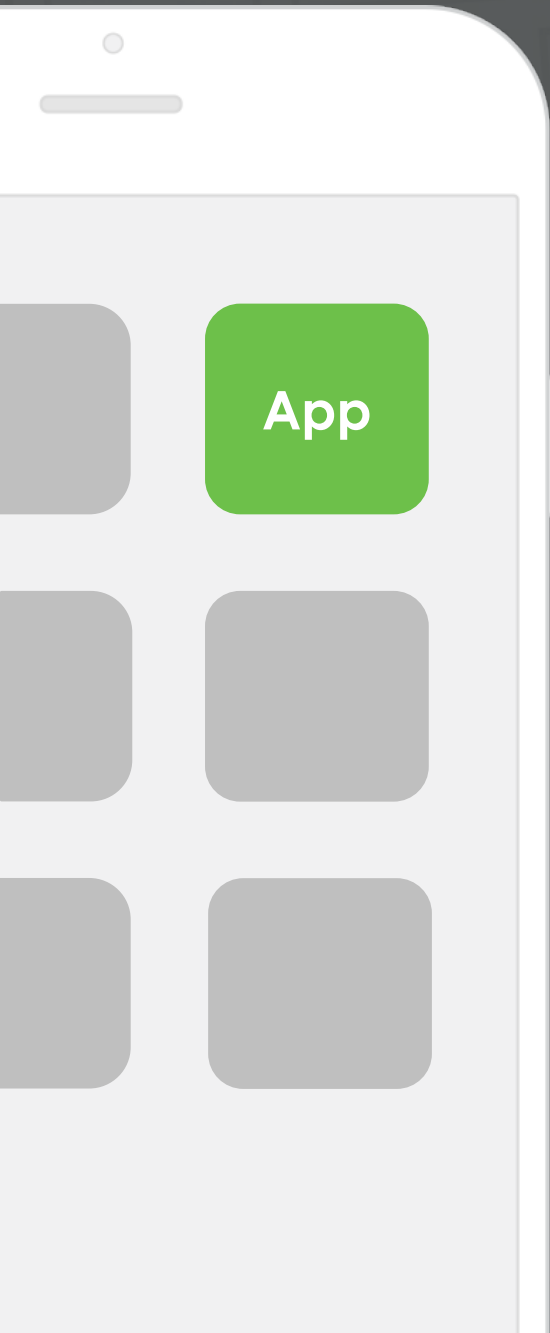
Carsharing

Car rental

Residential car rental

# An exceptional white-label experience





Carsharing



Ridesharing

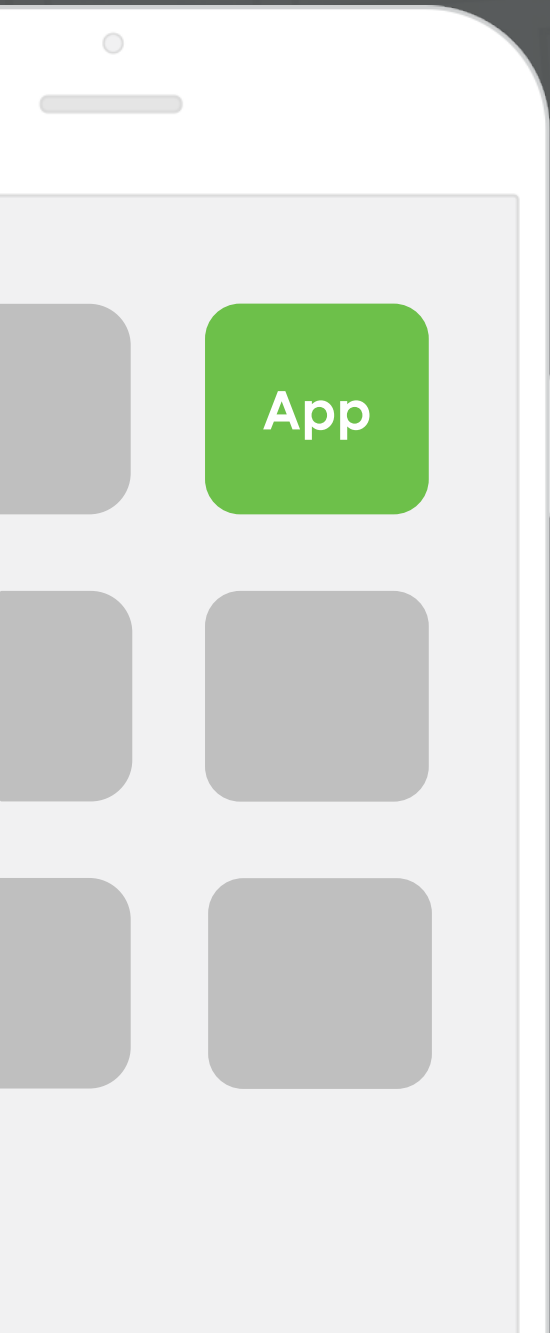


Car Rentals



Autonomous

**An  
end-to-end  
business  
operations  
solution**



### On-boarding

Rider  
Driver



### Management

Demand/supply optimization  
Analytics  
Fleet management



### Dispatch

App, web, phone  
Automated dispatch  
Real-time tracking



### Revenue

Payments processing  
Intelligent pricing



### Support

Customer Support  
Training



Carsharing



Ridesharing



Car Rentals



Autonomous

# Keys to achieving high utilization

## Define and build the right offering

Define your ultimate value proposition

## Scale revenue, not costs

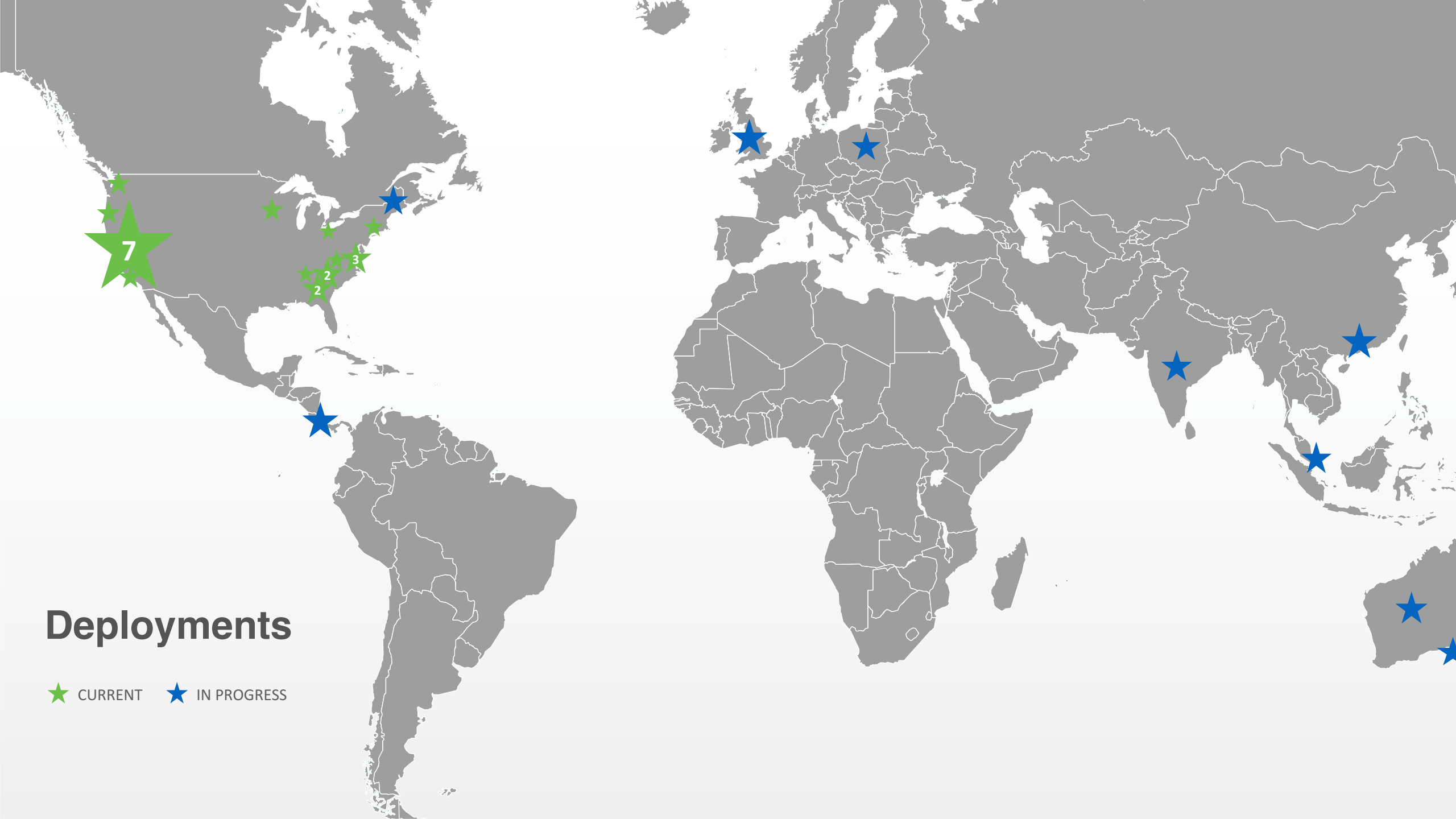
Launch in months with minimal upfront costs

## Get profitable faster

Highest utilization and low operating costs

## Prepare for autonomous

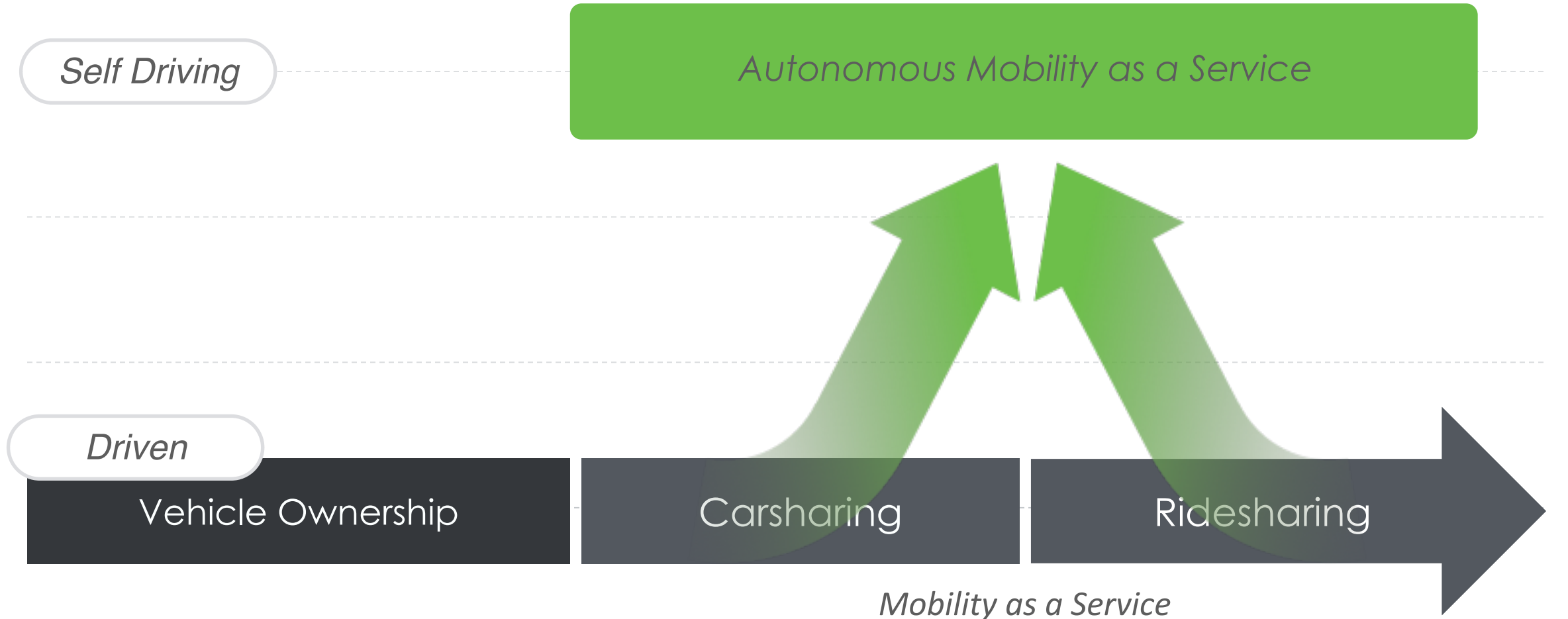
Make your fleet autonomous ready



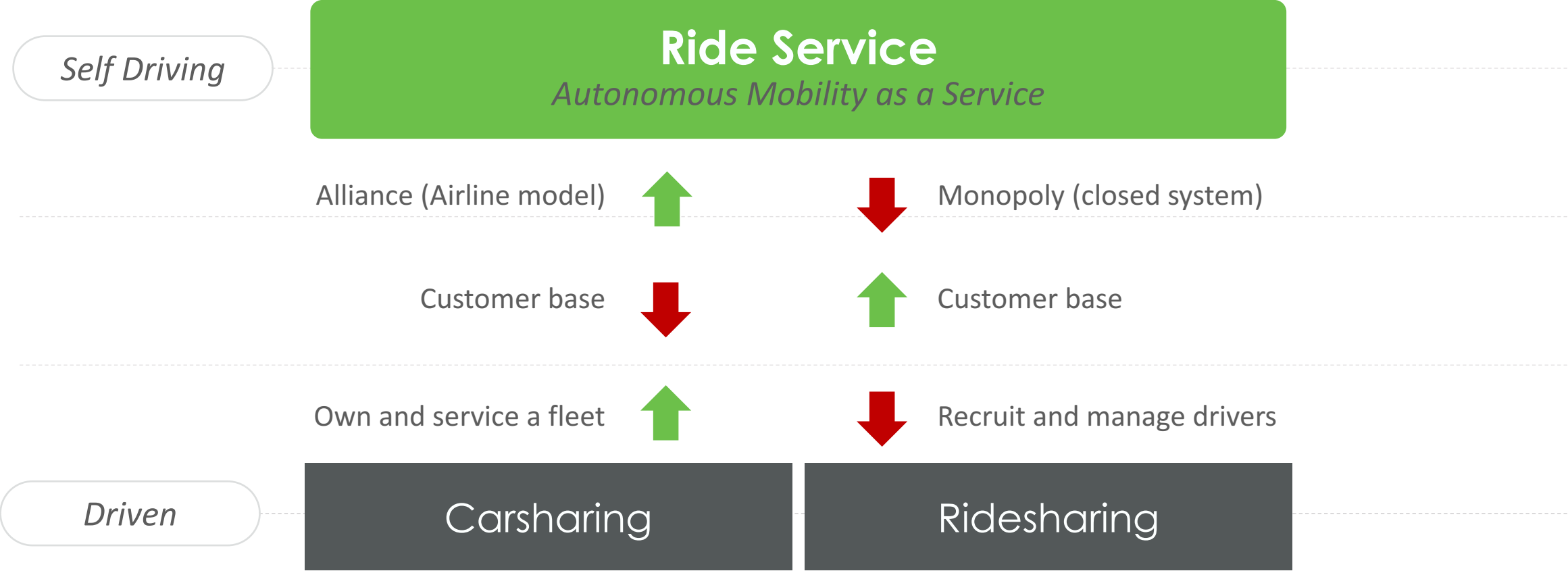
# Deployments

★ CURRENT   ★ IN PROGRESS

# Mobility as a service evolution



# The best route to autonomous goes through carsharing (with ridesharing)




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



# RIDECCELL

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The **Intelligent Platform**  
for New Mobility Services

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