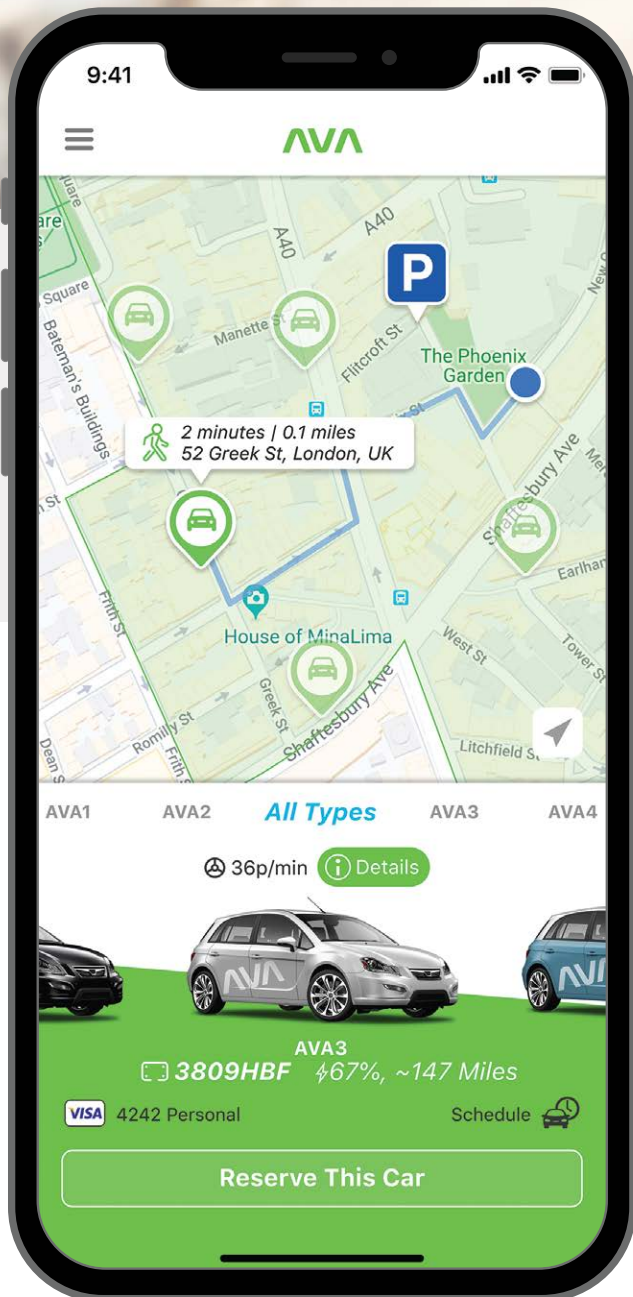


RIDECCELL

The Intelligent Platform for Carsharing Services



The fastest path to profitable mobility

Launching a carsharing service is straightforward. Growing a carsharing business profitably is hard. The Ridecell platform allows you to scale from pilot deployments to profitable multi-city services.

One platform, many use cases.

- **Free-floating, station-based, scheduled and on-demand.** All combined so your fleet can operate with multiple business models.
- **Expand operations** to multiple cities, with multiple currencies, all running from one mobility platform.
- **Residential and corporate** use cases are supported.
- **“No-contact” test drives and loaner vehicles** using small fleets from dealerships.
- **Move vehicles between services** and maximize profits as demand per area rises and falls throughout the day and week.

Learn more

www.ridecell.com
info@ridecell.com



Carsharing Features

Mobile App

- Launch with a white label app tailored to your brand or build your own using our SDK.
- Delightful and simple UX: from app download to first rental booking in minutes.

Free-floating Services

- Offer vehicle pickup and drop off anywhere within a service region.
- Run service regions with schedulable exclusion zones for protection against parking events.
- Predict time and location of customer demand using service area trained machine learning.

Station-based Rentals

- Pick up and drop off at the same point.
- Schedule in advance or on-demand.
- Configure lead-times, min/max duration, buffer between rentals, cancelation and late return windows unique for your service.

Pricing Engine

- Charge by the minute or by the mile and offer different rates for driving vs parking.
- Create multiple rental packages for longer duration rentals.
- Offer differentiated pricing for corporate customers or member groups.

Telematics Agnostic

- Choose from multiple telematics vendors, and even deploy multiple vendors within a single fleet.

Payments

- Manage all billing and payments with support for multiple currencies.
- Support business and personal use with multiple credit cards per customer.
- Detect and prevent fraud with the Transaction Risk Management System (TRMS).
- Capture and report fees for toll road and other fixed fees.

AI & Analytics

- Segment and market to your customers: students, commuters, occasional, weekend, top 10%, or any others that you choose to define.
- Avoid user churn with Neural Network churn prediction to drive targeted promotions to keep users engaged.
- Review the state of the business with custom analytics dashboards.

Customer Retention and Growth

- Increase user engagement with targeted promotions throughout the entire customer lifecycle.
- Manage promotions within a set budget and time frame.
- Offer one of many models including a one-time credit, a credit upon registration, or a discount after a set number of trips.
- Sell prepaid packages to drive usage.



Carsharing



Ridesharing



Short-term Offerings



Fleet Operations