



LeCab launches PLUS,
a new-generation shared transport service
in association with Via and Keolis

- **LeCab, a benchmark in France for private driver services, in partnership with the American start-up Via and with the support of Keolis, to launch a unique shared transport service in Paris: PLUS.**
- **For the first time in Europe, on-demand transport technology developed by Via will be used to provide the cheapest and most efficient private driver service on the market.**
- **To support the introduction of this new service, Keolis has announced it has taken a share in Via, a global leader in share mobility solutions as a result of revolutionary technology developed in New York and Tel Aviv.**
- **By launching the PLUS service, Keolis and LeCab are providing the missing link between private driver services and public transport, and demonstrating their shared ambition to offer innovative transport solutions that improve everyday mobility.**

PLUS: a unique connected mobility solution.

In the Greater Paris region 20% of residents have over an hour-long journey to work every day, and the length and inconvenience of this commute is a long-standing concern for transport players. As a result Keolis and LeCab have developed PLUS, a new fixed-price, shared transport solution.

Technology developed by Via optimises travel time and cost by providing shared journeys that are as direct as possible. PLUS calculates the estimated journey time for each passenger based on proposed pick-up and drop-off points that fall along the driver's route. By introducing some passenger walking time into the journey plan, PLUS is innovating and allowing customers and drivers to gain time and reduce CO2 emissions.

PLUS will be accessible to everyone, with fixed-price journeys of €5 in rush hour, and a special introductory offer of €1 until 21 February 2017. The service will be available 24 hours a day, 7 days a week, at a price established in advance and a going rate 30% lower than the price of the miniLeCab service. Using an algorithm developed by Via, drivers follow routes created in real-time using predictive analysis that anticipates future demand. Journeys are therefore calculated to offer the optimal itinerary, minimising detours as much as possible.

By reducing the inconvenience, length and cost of journeys as well as fuel consumption, PLUS is reinventing the face of everyday mobility.

A collaborative partnership to build everyday mobility solutions for the future

PLUS provides an alternative to individual car journeys, and enhances the traditional public transport offer.

This new service is the product of technology developed by Via, with the business expertise of LeCab, and the financial and strategic support of Keolis.

Thanks to a partnership established with Via at the end of 2016, Keolis has moved a step further towards the future of mobility by introducing Via technology in France.

PLUS thus embodies the shared ambition of Keolis and LeCab to combine their expertise and develop efficient new transport solutions adapted to the growing mobility needs of different regions.

Laurent Kocher, Executive Director for Innovation, Marketing and Services at Keolis said:

“In this era of smart cities, everyone is looking towards new mobility solutions, and public transport needs to evolve. PLUS represents the missing link between private driver services and public transport, reducing individual car usage by providing a comfortable, practical, and affordable transport service. More frequently, all forms of everyday mobility are going to combine to shape the future of transport. This conviction is what guides Keolis’ partnership strategy and has driven us to support projects like PLUS, to co-create future mobility.”

Benjamin Cardoso, founder of LeCab, added: *“PLUS will revolutionise transport for residents in the Greater Paris region. It is quite simply the most efficient transport solution for limiting individual car use and for reinventing mobility in cities of the future.”*

According to **Oren Shoval, co-founder and Chief Technology Officer for Via**: *“Via’s mission is to revolutionise traditional transport based on fixed routes and times by using our cutting-edge technology to create an optimum, fully dynamic network. Strategic partnerships such as the launch of PLUS in Paris with LeCab and Keolis are an extension of this vision, uniting leaders in public transport and mobility to help develop urban transit around the world.”*

About LeCab:

LeCab, a leading provider of private driver services in Paris, was created at the end of 2012 based on a simple idea: to reinvent mobility by offering a very comfortable, reliable and affordable service. LeCab allows customers to order a driver and high quality vehicle in just a few clicks, immediately or in advance, via a mobile app, www.lecab.fr or by phone.

With more than 80 employees and more than 8,000 partner drivers, LeCab is currently present in the Greater Paris region and 20 other urban areas in France.

With thousands of individual and business customers, LeCab is today the only operator to offer the following services, within the one mobile app:

- LeCab, a high-end service using a standard fleet of vehicles (Peugeots 508 hybrids)
- miniLeCab, an economic solution to suit all budgets
- PLUS, the most affordable and efficient shared transport service on the market
- Van, for group travel
- FLASH, a delivery service for individuals, business owners and companies

About Via:

- Via is re-engineering public transit, from a regulated system of rigid routes and schedules to a fully dynamic, on-demand network. Via's mobile app connects multiple passengers who are headed the same way, allowing riders to seamlessly share a premium vehicle. First launched in New York City in September 2013, the Via platform currently operates in New York City, Chicago, and Washington DC, now having provided more than ten million rides, and is growing rapidly. Via also licenses its revolutionary on-demand transit technology to transportation players globally. For more information, visit www.ridewithvia.com

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