

## Taiwan Company to launch ride-hailing service with green pitch



Taiwan-based information service company Zero-Emission Venture (ZEV) recently announced it will start offering a ride-hailing service similar to Uber, but will use Tesla electric cars exclusively under an environmentally-friendly initiative it touts will reward passengers.

ZEV Founder Jerry Wang said the company, which has a fleet of 20 Tesla Model S/X vehicles, is partnering with the country's car rental companies with hired drivers to provide taxi services.

Passengers will be able to use a mobile APP to book a car, which has a fare base of NT\$350 (US\$11) for the first 20 minutes and then costs NT\$17.5 per minute, Wang said, adding that it will be a fixed rate of NT\$1,499 for one-way airport transportation.

ZEV's target market will be business travelers, foreign tourists and passengers requesting long-haul rides, he said.

While ZEV will receive a 15-20 percent commission from the drivers who use the company's information system, it will use that money to invest in green-energy power providers, he said.

ZEV will reward its passengers through the profits it makes, giving them "points" that can be used to obtain a discount on their next journey.

The introduction of an electric taxi service is also in line with the government's plan to ban the sale of gas-powered motorcycles by 2035 and gas-powered cars by 2040, Wang said.



"We want to spread the idea that utilizing transportation services does not necessarily mean creating pollution, and with innovation, they can actually make our environment better," Wang said.

Wang added that each Tesla car will also carry sensors that detect the level of air pollutants such as PM2.5 particulates and carbon monoxide. As a result, collected data can be shared with both private and public sectors to inform environmental protection measures.

Wang said the Tesla fleet is expected to expand to 100 cars by the end of this year, noting that what he is striving for in the current stage is not to make significant profits but to "exert a social influence" and raise environmental awareness.

Source: Focus Taiwan

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