



Ridecell Selected as a 2017 Red Herring Top 100 North America Winner and CEO Aarjav Trivedi Named the 2017 TU-Automotive Awards Influencer of the Year

New mobility technology leader and its founder recognized for innovation and vision

San Francisco—June 15, 2017—[Ridecell™ Inc.](#), the leading global carsharing and ridesharing platform provider, has been selected as a winner of [Red Herring Top 100 North America 2017](#), recognizing the most exciting and innovative private technology companies in the continent. The winners were chosen from thousands of entrants and selected by industry experts, insiders and journalists based on innovation and business strategy, among other varied categories.

“What has excited me most is to see so many people forging niches in high-tech and cutting edge sectors,” said Red Herring chairman, Alex Vieux. “Some of the technical wizardry and first-rate business models showcased here at the conference has been fantastic to learn about. We believe Ridecell embodies the drive, skill and passion on which tech thrives. Ridecell should be proud of its achievement - the competition was incredibly strong.”

Additionally, Ridecell founder and CEO Aarjav Trivedi has been named the [2017 TU-Automotive Awards Influencer of the Year](#). Winners were picked by a panel of experts in each segment of the connected car industry from over 400 nominations in 10 categories. Aarjav was selected as the winner from an esteemed list of companies such as Intel Corporation, IBM and others. The judges recognized Aarjav for his contribution to the industry and Ridecell’s effort in driving smart mobility forward.

“It has been an honor to be recognized with these two awards along with such notable finalists. This truly wouldn’t have been possible without the support of our customers and partners – and the hard work of our team” said Aarjav. “We are very grateful to TU Automotive and Red Herring for recognizing the power and impact of our mobility-as-a-service solution and our vision for the future of transportation.”

About Ridecell

Ridecell is on a mission to empower auto OEMs, new mobility providers and private fleets to launch and manage their own ridesharing and carsharing services. Headquartered in San Francisco, the company provides an intelligent software platform that runs new mobility services, such as carsharing, ridesharing, and other innovative transportation offerings such as autonomous fleets. End-to-end integration and automation accelerate time to market, enabling Ridecell customers to launch mobility services quickly, operate efficiently, and scale revenues as business grows. Founded in 2009, Ridecell has already processed over 20 million rides and has a team of more than 70 professionals in the US, Europe, Asia and Australia. The company now powers 20 mobility offerings including new mobility solutions for AAA Northern California, Nevada & Utah, BMW, ŠKODA Poland (part of Volkswagen Group Poland - VGP), UC Berkeley, UCSF, 3M, and SouthWest Transit.

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