



Chariot Shuttle Service Comes to Europe, First Stop London with Four Routes Designed to Ease Travel for Commuters



- Chariot launches its first European commuter shuttle service in London
- 14 minibuses will operate four routes, use London's bus lanes, offer Wi-Fi and aircon
- Ride-share service booked through an app is designed for first- and last-mile commuting
- Designed for those living in areas currently underserved by public transport

LONDON, Feb. 1, 2018 – Following entrance to multiple markets in the United States, Chariot is launching its daily commuter shuttle service in London, to make getting around the city easier.

Designed for city dwellers who live in harder-to-serve areas where public transport is not easily accessible, [Chariot](#) enables passengers to complete the first and last mile of their journey faster and more comfortably by connecting them with nearby transit hubs and underground stations.

Service in London kicked off this week with four Chariot routes designed to complement the city's existing public transport system.

“As well-served as London is by public transport, the daily commute can still be a bit of a slog for some in the city. Chariot is one way of providing residents with reliable, safe and affordable transportation,” said Sarah-Jayne Williams, director, Ford Smart Mobility, Europe.

Four London routes, informed by a detailed analysis of urban areas, are designed to connect commuters living in densely populated areas to existing transport networks. The routes will help

fill transportation gaps between several rapidly growing neighborhoods and six London transport hubs: Clapham Junction, North Greenwich, Abbey Wood, Kennington, Vauxhall, and Battersea Park; and will also help commuters with their onwards journey on the Victoria Line, Northern Line, London Overground, National Rail – as well as Thames River Boat Services and the Emirates Cable Car.

From now until Feb. 14 commuters will be able to use the service for free, on a first come first served basis, by inserting voucher code HELLOLDN in the payment section. Then, with a monthly pass, single journeys cost from £1.60, with single pay-as-you-go rides £2.40.

The routes are as follows:

- The **Battersea Bullet** will serve the recently opened Battersea Power Station mixed-use neighbourhood and the Nine Elms area – yet to be fully connected to the main transport networks – and connect to the Victoria Line, in Vauxhall and the Northern Line, at Kennington
- The **Wandsworth Wanderer** will link residents living in new developments, such as the Riverside Quarter complex in Wandsworth, with Clapham Junction allowing them to transfer onto National Rail, London Overground and Gatwick Express services
- **The Nuxley Navigator** will connect the increasingly popular residential areas of Belvedere and Nuxley Village to Abbey Wood station and National Rail services to London Bridge, as well as the forthcoming Elizabeth Line
- **The Shooters Hill Shot** will connect residential areas of the Royal Borough of Greenwich to North Greenwich Underground Station for easy access westbound to Canary Wharf and central London and eastbound to ExCeL and City Airport, as well as nearby major attractions like the O2

Up to six shuttles per hour will run at peak times, with 14 fuel-efficient minibuses. The 14-seater passenger shuttles will be able to use London's bus lanes, offer Wi-Fi, air conditioning, and overhead storage for laptop bags and briefcases. Selected shuttles will be wheelchair accessible at launch, and the professional drivers will be trained to assist passengers with special needs.



Chariot is accessed via a smartphone app that enables users to search for a nearby route and the closest available transport hub address. The app – offering dedicated customer support – will then locate the nearest convenient pickup point. Passengers can book a seat and track in real time the progress of shuttles that run Monday to Friday, during the rush hour.

In addition to a commuter service, Chariot is exploring enterprise and charter services in London and has also been accredited as a Living Wage Employer by The Living Wage Foundation. The voluntary commitment will see everybody working at Chariot in London, regardless of whether they are direct employees or third-party contracted staff, receive a minimum hourly wage of £10.20 – significantly higher than the statutory minimum.



London is the sixth city to be served by Chariot, which operates in the U.S. in San Francisco, New York, Seattle, Columbus, and Austin. The ride-sharing service has the potential to be a part of measures aimed at tackling both congestion and air quality issues, and to address gaps in the transport system and completing commuter options. Altogether, the company runs 108 routes daily and plans to expand to additional cities both in the U.S. and internationally.

“Cities globally are dealing with increased congestion and environmental issues,” said Marcy Klevorn, president, Ford Mobility. “Ford is helping to alleviate these challenges by developing mobility solutions – such as Chariot – that are finely tuned to the unique challenges of commuters in different locations, addressing gaps in transport systems and completing their travel with first- and last-mile additions.”

###

Editor's Notes

Chariot London is the latest of Ford's European initiatives accelerating the development of its smart mobility technologies. Throughout 2018, Ford will be trialling a 20-strong fleet of plug-in hybrid Transit Custom vans in the U.K. capital as part of the “Cleaner Air for London” initiative supported by Transport for London. London is also home to the Ford Smart Bench network, a collaboration with Strawberry Energy, as well as home to first European Ford Smart Mobility Innovation Office at Here East in London.

Since 2013, Ford has collaborated with Deutsche Bahn to provide car sharing services across Germany, and last year helped deliver 3,200 FordPass bicycles for hire in Cologne and Düsseldorf.

About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 202,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 52,000 employees at its wholly owned facilities and approximately 66,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and eight unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

About Chariot

Chariot is reinventing the daily commute with a microtransit solution that is fast, reliable and affordable for people living in today's cities. Designed to be used twice a day, every day, users can easily reserve a seat on a Chariot via the iOS or Android app, and hop on one of the company's 14-passenger Ford Transit vehicles operated by friendly, professional employee drivers. After launching in San Francisco in 2014, the company participated in Y Combinator's winter 2015 class and was acquired in September 2016 by Ford Smart Mobility to serve as the cornerstone for its global shuttle services business. Chariot runs more than 100 daily routes serving San Francisco, New York, Austin, Seattle, Columbus and now London. For more information, visit www.chariot.com.

Contact: Borbala Nagy
Ford of Europe
+44 (0) 7939 3760241
bnagy12@ford.com

Maisie Goldney
Ford of Britain
+44-1277-252957
mgoldney@ford.com

Erin Simpson (San Francisco)
Brick Lane on behalf of Chariot
+1 310 351-8451
erin@brick-lane.co