



**BlueLA Carsharing Launches Service Today in Los Angeles
Nation's Largest Electric Vehicle Sharing Service to Benefit Underserved
Communities Opens to the Public**

April 20, 2018

LOS ANGELES – Today a new service opened to the public in Los Angeles: BlueLA, a unique 100 percent electric vehicle (EV) carsharing program developed by Blue Solutions. This program is the nation's largest ever of its kind to benefit underserved communities. The launch took place at Los Angeles City College at an event featuring City Councilmember Mitch O'Farrell and key partners in the project, including the Los Angeles Department of Transportation (LADOT) and California Air Resources Board (CARB).

BlueLA Carsharing's initial stations are located at key hubs such as Los Angeles City College, Koreatown, MacArthur Park and downtown Los Angeles. Expansion will continue at Los Angeles Trade Technical College, Echo Park and Westlake, and the number of stations will continue to increase in all these areas. This program will increase sustainable transportation alternatives and help improve air quality of residents in these areas. By the end of 2018, 100 self-service electric vehicles will be available in 40 locations, and the program should triple in size by the end of 2021.

BlueLA Carsharing's vision is to transform mobility and connections between underserved areas of Los Angeles by offering to residents of these areas green transportation options in line with the EV goals set by Los Angeles Mayor Eric Garcetti's [Sustainable City pLAN](#), the mayor's roadmap for a cleaner environment and stronger economy.

BlueLA has set competitive rates to ensure the service is accessible to all Angelenos, including lower-income families. The service's monthly fee is \$1 or \$5, and usage is \$0.15 or \$0.20 per minute of drive time¹. As an introductory offer all new users will receive the first three hours of drive time for the price of one, \$9 for lower-income families or \$12 for standard members. Online registration is accessible via the [BlueLA website](#). Users can then book their first ride via the BlueLA app available on app stores.

Marie Bolloré, CEO of Blue Solutions, said, "Blue Solutions recognizes that mobility is a key factor in creating inclusive communities. By providing a convenient and fully electric carsharing service at a more affordable cost, we believe that BlueLA will promote both inclusivity and sustainability. We are particularly proud to launch this service in the

¹ Minimum drive time: 15 minutes.

legendary city of Los Angeles, and we would like to thank CARB and LADOT for their unwavering support.”

Los Angeles Mayor Eric Garcetti said, “We all want a healthier planet for our children and our grandchildren. BlueLA will make our collective effort to reduce greenhouse gas emissions more inclusive by providing underserved communities with an environmentally-friendly way to get around town — at an affordable price.”

City Councilmember Mitch O’Farrell said, “Although we celebrate Earth Day once a year, it’s the work we do year-round that counts, which is why I am thrilled to partner with the Department of Transportation on a program that will benefit residents in the 13th District. The new BlueLA fleet of electric vehicles will greatly assist those living a car-free or car-light lifestyle while reducing carbon emissions into the air we breathe. I look forward to welcoming the expansion in other parts of the district in the coming weeks.”

Sandy Berg, CARB vice chair, said, “BlueLA is making a difference with funds generated by the sale of allowances under California’s cap and trade regulation and putting them to work providing the latest in ultra-clean technology to communities that most need improvements in air quality. These all-electric cars also provide residents who now have few transportation options with a clean, climate-friendly solution to take care of everyday errands like going to the doctor or shopping for the family.”

Seleta Reynolds, LADOT general manager said, “Freedom of transportation choice means more independence, happiness and a better quality of life. When we deliver new choices like BlueLA with our partners in the community, our goal is to expand access to opportunities for everyone.”

About BlueLA Carsharing:

BlueLA is a 100% electric car sharing program with a particular focus on Los Angeles’ underserved communities. BlueLA received a \$10 million investment from its parent company, Blue Solutions, which develops and operates similar programs in Indianapolis, Singapore, London, Paris and several other European cities. BlueLA also received a \$1.7 million grant from CARB, through California Climate Investments, a statewide program that allocates billions of cap-and-trade dollars towards reducing greenhouse gas emissions, strengthening the economy and improving public health, particularly in disadvantaged communities. For more information, see <https://www.bluela.com/>

About Blue Solutions:

Blue Solutions manages the electrical storage operations developed by the Bolloré group. With this expertise and 20 years of R&D, the group has engineered electrical storage solutions and batteries that rely on a unique technology, the LMP® (Lithium Metal Polymer) battery as well as supercapacitor technology. The batteries are employed both in mobile applications (electric vehicles) as well as stationary ones (storing electricity for individuals, businesses and local governments). For more information, see www.bluesolutions.com

About CARB:

The California Air Resources Board oversees all air pollution control efforts in California to attain and maintain health-based air quality standards. CARB's mission is to promote and protect public health, welfare, and ecological resources through effective reduction of air pollutants while recognizing and considering effects on the economy. For more information, see <https://ww2.arb.ca.gov/>

About LADOT:

LADOT leads transportation planning, project delivery and operations in the City of Los Angeles. It works together and collaborates to deliver a safe, livable and well-run transportation system in the city and region. Its vision is for all people in Los Angeles to have access to safe and affordable transportation choices that treat everyone with dignity and support vibrant, inclusive communities. For more information, see <http://ladot.lacity.org/>

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