

PRESS RELEASE

Vay launches commercial driverless mobility service with remotely driven cars in Las Vegas, Nevada

- The user orders a remotely driven (“teledriven”) electric car, drives themselves to the destination and hands the car over to the remote driver (“teledriver”) after the journey
- Vay aims to be more cost-effective than other mobility services for many of its users
- Given recent challenges in the autonomy industry, automotive-grade teledriving can offer an alternative path to safe “driverless” transportation, as a human driver is always in control

BERLIN/LAS VEGAS, January 17, 2024. With the click of a button, Vay now offers their first commercially available mobility service, enabled by remote driving in Las Vegas, Nevada. The cost-effective per-minute rental enables a seamless journey from the “driverless” delivery of the vehicle to its return after the journey, without the hassle of parking. Vay’s teledriving technology is an alternative approach to autonomous driving. The automotive-grade teledriving technology was developed and validated following industry standards for safe operations on public streets.

The launch is a major milestone for Vay, the leading teledriving company. Co-founder and CEO Thomas von der Ohe, says: “After five years of developing our technology, we are bringing our vision to life in Las Vegas. Our convenient, affordable and sustainable door-to-door mobility service aims to free cities from parked cars and make them more liveable and greener.”

Vay’s teledrive service

Following a few weeks of early access, Vay is launching the teledriven service around the University of Nevada, Las Vegas (UNLV) and the Arts District. Users can order an electric car via the Vay app and the teledriver brings the car to the user - remotely driven from the teledrive center. The user then jumps in the car and drives themselves to their destination. Once there, a teledriver drives the car to the next user or parks it. If the user wants to make a stopover during their journey, e.g. to do some shopping at the supermarket, they can also do this via the app.

With the per-minute rental, the users only pay for the time they use the car. As an initial offer, users are charged \$0.30 per minute when driving and \$0.03 per minute for stopovers. Vay anticipates that it is more cost-effective than other mobility services for many of its users.

A user statement of the early access phase: “The new Vay service is not only the least expensive option to get from A to B, but it also provides me with the freedom to travel at my own pace as I’m alone in the car.”

The service is currently available in the UNLV and Arts District area. Users in the US can download the App via the App store.

Teledriving technology

Vay's teledriving technology enables a person ("the teledriver") to drive a vehicle remotely ("teledriving"). Vay is the first company to drive cars without a person inside on public roads in Europe. With the removal of the safety driver in the US in November 2023, Vay became a pioneer in teledriving cars on both continents: Europe and North America. Professionally trained teledrivers sit at a teledrive station with a steering wheel, pedals and other vehicle controls developed to meet automotive industry standards. The car surroundings are reproduced via camera sensors and transmitted to the screens of the teledrive station. Road traffic sounds like emergency vehicles and other warning signals are transmitted via microphones to the teledriver's headphones.

Vay implements safety and security by design. The Berlin-based startup follows key safety standards, including those for vehicle safety, functional safety (ISO 26262), and cybersecurity (ISO 21434). To confirm Vay's high safety standards TÜV Süd, an independent third-party for testing, certification, auditing and advisory services, has tested and positively endorsed Vay's technology. A thorough training program within the Vay Teledrive Academy prepares its teledrivers for professional driving on public streets. Rigorous training and advanced technology empower the teledrivers to drive with confidence, always following a safe and defensive driving style.

[Here](#) you will find footage about Vay. Users in the US can download the App [here](#).

About Vay

Vay offers a convenient, affordable and sustainable door-to-door mobility service with remotely driven ("teledriven") cars: Teledrivers bring an electric car to the user and pick it up after the journey is completed, eliminating the time-consuming search for a parking spot for the user. While in the car, the users drive themselves. Vay sees teledriving as an alternative approach to autonomous driving and aims to gradually introduce autonomous functions in its system based on high-quality teledrive data.

Vay was founded in Berlin in 2018 by Thomas von der Ohe, Fabrizio Scelsi and Bogdan Djukic. Vay was the first company to drive a car without a person inside on a public road in Europe and the US, enabled by teledriving technology. Vay's team of 150+ people combines the best of two worlds - software & product experience from Silicon Valley and automotive hardware & safety engineering from Europe. The company has offices in Berlin and Hamburg, Germany, and Las Vegas, USA. Vay raised a USD 95m Series B funding round. Investors include Kinnevik, Coatue, Eurazeo, Atomico, La Famiglia and Creandum, as well as prominent business angels such as former Alphabet Chief Financial Officer Patrick Pichette, former member of the Management Board for R&D, Design, CTO of Audi Peter Mertens and Spotify's Chief Technology & Chief Product Officer Gustav Söderström. www.vay.io

Vay press contact

Anja Rechtsteiner

Director of Communications

anja.rechtsteiner@vay.io / press@vay.io

+49 176 60404217