A GLIMPSE INTO WORLDWIDE DYNAMIC RIDE-SHARING

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What is dynamic ridesharing?

- Transportation networking companies (TNC’s) connect travelers with available nearby drivers through the use of a phone application.
- Fast, convenient, easy, reliable, safe.
- Comparable to conventional taxi services.
Previous study compared the two TNC’s, Uber and Lyft, in the state of California.

Gathered and analyzed data for 36 cities, totaling about 1/3rd of CA’s total population.

Ultimately, are these services geographically viable in the pioneer state?
In May of 2012, Uber was only available in the Bay Area or New York City area among few other cities. Only 4 years later, in 2016, Uber is available in over 500 cities worldwide.
Uber reached 1 billion trips last December since its first trip in 2010.
The company then quickly hit 2 billion trips in June 2016, only 6 months after the 5 year milestone back in December.
Does this mean Uber is really shifting transportation trends?
What about other TNC’s around the world?
I focused on the top ridesharing apps in competition with Uber in South America, China, Southeast Asia, and India.

I created maps to illustrate the precise locations where a TNC vehicle is accessible for each respective app per region.

I focused on the TNC’s EasyTaxi, Grab (formerly GrabTaxi), Didi Kuaidi, and OlaCabs as the most widely used companies aside from Uber.
While Uber has not widely expanded in South America, EasyTaxi has taken over in the southern continent. The TNC has also expanded beyond its continent and into Southeast Asia as well.

Source: Itsel Guzman, August 2016
CHINA’S LEADING TNC MERGES WITH UBER

• China’s KuaidiONE app was the leading TNC, and Uber’s only competitor in China.
• After failing to compete with KuaidiONE, Uber merged with the Chinese company in August 2016.
• As a result of the merge, KuaidiONE alone now holds over 99% of its market shares in China.

Source: Itsel Guzman, August 2016
SOUTHEAST ASIA’S GRABTAXI IS ACCESSIBLE TO MORE TRAVELERS THAN IT APPEARS

- Grab is available in over 30 cities throughout Southeast Asia.
- The cities where Grab is available are all among the most densely populated cities in the region.

Source: Itsel Guzman, August 2016
OLACABS IS TAKING OVER INDIA

- OlaCabs is India’s leading transportation network company, with over 450,000 drivers in 102 cities.
- Uber falls short of OlaCabs at only 31 available locations.
LYFT’S GLOBAL EXPANSION THROUGH PARTNERSHIPS OVERSEAS

The partnerships and merging of major TNC’s allow the rapid expansion of the services rather than emphasizing on the competing companies. Lyft’s partnerships allow its fellow partners compete with Uber’s global expansion.

Lyft’s partnership with GrabTaxi allows users from both apps to access a vehicle in the places where both TNC’s are available. This means that users can travel to different parts of the world and easily access TNC vehicles wherever they go without the hassle of downloading multiple apps.

<table>
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<tr>
<th>Lyft Partners as of December 2015</th>
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<tr>
<td>DIDI/KuaidiONE (China)</td>
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<tr>
<td>GrabTaxi (Southeast Asia)</td>
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<td>OlaCabs (India)</td>
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Although there is more yet to come from TNC’s in the future, as of now I have determined that the use of these services are fairly accessible in any major city in the world.

With TNC’s as a new phenomenon relative to conventional taxi services, it is unclear whether they will continue to grow at the rate they have in the recent years, ultimately beating out taxis in the long run.

TNC’s are considered dynamic ridesharing services, though they are not yet viable as literal ridesharing. Instead, they are currently a mere alternative form of transportation.

DRS does not replace other forms of transportation drastically yet, but at the rate of its growth, it appears that it will.