Lyft Europe

Our Vision for the Future of Taxis and Innovation

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The question

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How do we make sure every passenger gets a reliable ride, and every professional driver a sustainable living?

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Our starting point: the Italian taxi



11 years in Italy · 10 cities · 22M km in 2025

11,500+

professional taxi drivers

+20%

active drivers in 2025

€900K+

in tips, 100% to drivers

Innovation that already works today

01

Efficiency

Make better use of the taxis we already have

02

Evidence

Match capacity to each city’s real demand

03

Coordination

Plan peaks together with cities and organisers

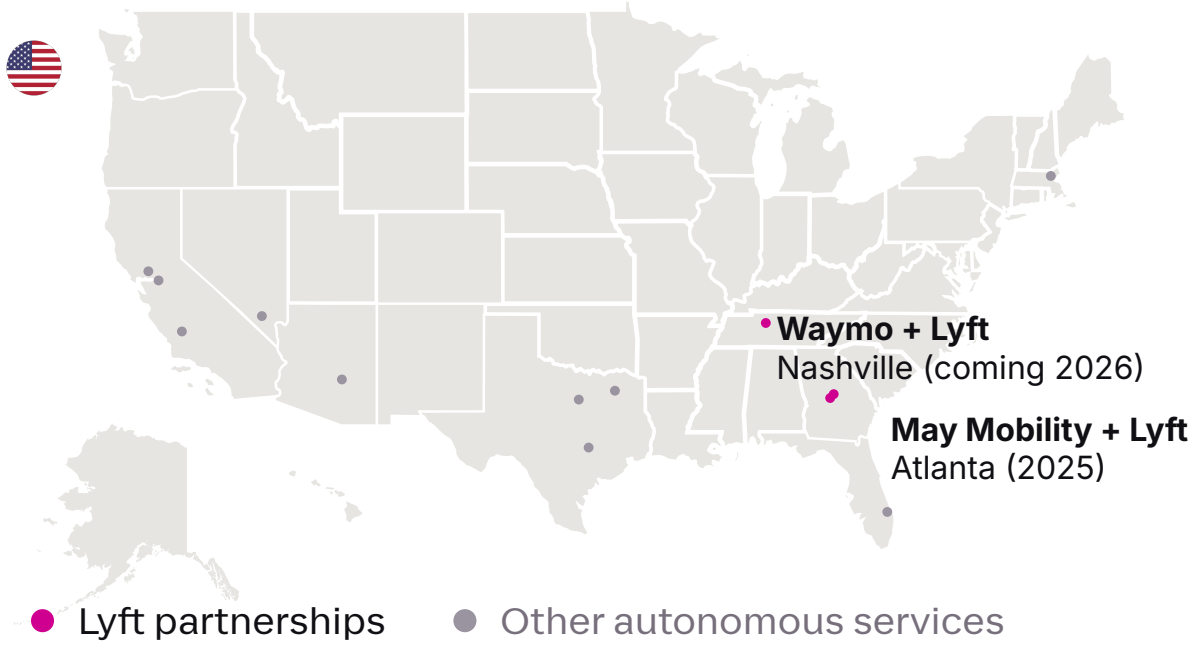


Rome & Milan
Demand is high

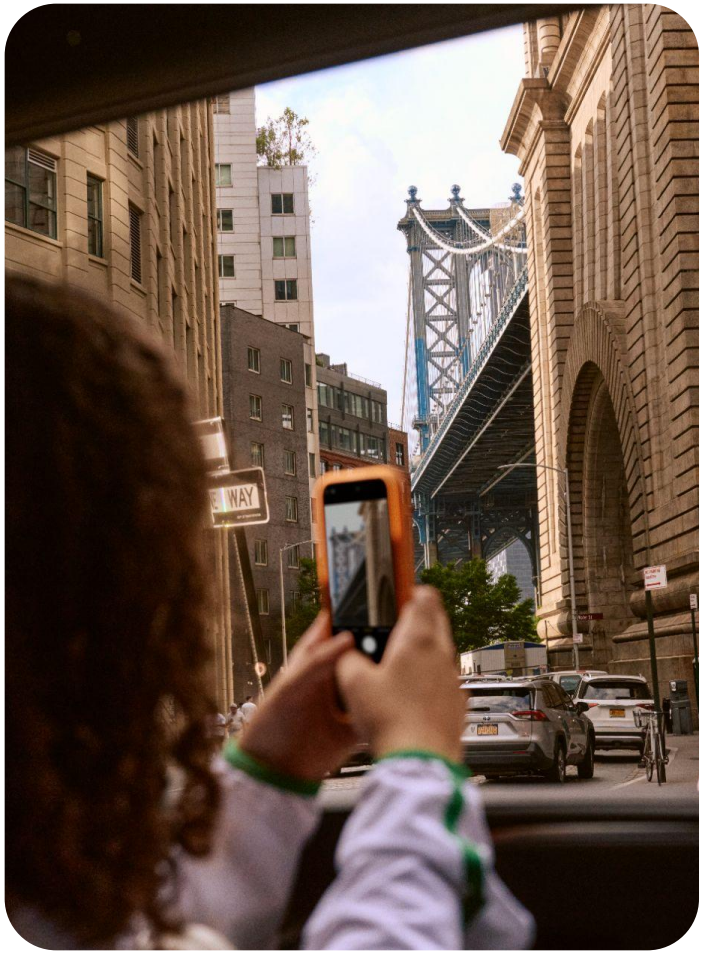
4 in 10 requests go unserved on a summer weekend night in Rome and Milan

WHERE WE ARE TODAY

In recent years, AVs have rapidly expanded across the US – and are making their way to Europe







3 Challenges

1 Regulatory

Where services can operate, who is liable, how they are insured

2 Infrastructure

Pickup points, charging and links to public transport

3 Social

Passenger trust, accessibility and a fair transition for drivers

Who needs to be at the table

Autonomous mobility in Italy

Government

Sets the national framework

Cities

Set operating areas and transport links

Taxi sector

Involved from day one

Platforms

Bring data and operational experience

Clear rules first · Gradual progress · Drivers at the centre

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Our Proposal

A working group before any autonomous pilot in Italy

- National authorities
- Local authorities
- Taxi sector
- Platforms

Questions for the roundtable

1. How do we protect jobs in the transition?
2. Who controls the technology and the data?
3. Will autonomy cut emissions or add cars?



The taxi of the future is still a taxi.

Thank you · Grazie

Noemi Moya Villa · Director of Public Policy, Europe

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