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**FOR IMMEDIATE RELEASE**

**YELLOW IS THE NEW GREEN: GRAVITY'S ADVANCED EV TAXIS START PICK-UPS IN NYC TODAY,  
REINVENTING AN ICON AND BRINGING RIDERS INTO THE FUTURE**

*View [photos](#) and [video](#) of the new Mach E taxi cab*

*For a standard cab fare, New Yorkers and holiday travelers can hail the first of Gravity's new fleet of Ford Mustang Mach E taxis with custom monitors and panoramic roofs, cutting-edge AI for driver safety, and zero-emissions*

**NEW YORK, NY (December 20, 2021)** -- Gravity, the pioneering electric vehicle fleet and infrastructure start-up, today launched the first in a fleet of all-electric NYC yellow taxis designed to completely reimagine the iconic New York cab. With Gravity, riders will experience the most advanced taxi to ever hit the streets--all for the standard, predictable cab fare. Gravity's Ford Mustang Mach E—the first to ever serve as a NYC taxi—offers a customized passenger experience, panoramic roofs for sightseeing and industry-leading safety tech.

Gravity intends to deploy a fleet of at least 50 cabs made up of the Mach E and the Tesla Model Y. Gravity's first Model Y is now undergoing its final hack-up and inspection. Gravity's fleet combines the company's own unique innovations with the latest tech from across the industry in one vehicle. Painted a striking Rally Yellow, its cabs come equipped with dynamic passenger controls; a 22-inch display for selfies, music and video; driver-facing AI tech that identifies and prevents distracted driving; and—most importantly—zero emissions on the streets of New York City.

New Yorkers and visitors can hail one of Gravity's EV yellow cabs on the street or through standard yellow taxi e-hail apps. The cars will be charged during overnight hours at Gravity's own Midtown Manhattan charging space on West 42<sup>nd</sup> Street, maximizing the hours vehicles are available to carry passengers.

"We've designed our fleet to be the smartest, safest and most sustainable taxi to ever hit the road—something any New Yorker or visitor would be excited to flag down. We want our

advanced EV fleet to not only help reinvigorate the NYC yellow taxi, but help reenergize the city and pull it toward a cleaner future,” said **Moshe Cohen, founder and CEO of Gravity, Inc.**

### The Cars

Gravity’s first vehicle is a Ford Mustang Mach E—making Gravity’s the first taxi fleet to include the Mach E. Gravity will also deploy a Tesla Model Y once final inspections are complete. All vehicles have panoramic roofs to take in the surrounding city. The vehicles are authorized for use as taxis under an EV pilot program adopted by NYC’s Taxi and Limousine Commission earlier this year.

### Rear-Seat Passenger Experience Display

All Gravity taxis have a custom, mounted 22-inch tablet with software enabling riders to adjust climate controls, play music, watch videos, snap and send a selfie with filters, and more. Gravity’s systems are designed for riders to make the most of their trip.

### Charging

Gravity’s charging hubs at Manhattan Plaza on West 42<sup>nd</sup> Street and other future sites will allow the company to rapidly charge vehicles during overnight, off-peak hours. Gravity’s charging equipment is designed to exceed the best-in-class experience of Tesla’s superchargers, with compatibility for a wide range of models to charge in minutes.

### Driver Safety

Not only is Gravity deploying some of the safest vehicles on the market, every Gravity taxi is equipped with industry-leading driver-facing AI technology that helps prevent driver distraction as well as monitor the vehicle for safe driving behaviors. The suite of technologies will make drivers, passengers and everyone on the street safer. All Gravity drivers are licensed and approved by the NYC Taxi and Limousine Commission.

### Accessibility

Gravity adheres to all TLC rules regarding accessibility and medallion issuance. While there are currently no wheelchair accessible EV models for taxi use on the market, Gravity will become an early adopter as the technology develops and is eager to put zero-emission wheelchair accessible vehicles on the road.

### Pricing

All Gravity taxis are priced at standard NYC yellow taxi rates, predictable pricing with no surge or premium rates.

### About Gravity:

Gravity, Inc is a sustainable mobility startup focusing on EV fleets and supporting infrastructure. Gravity’s solutions bring together best-in-class equipment and integrated software, seamless customer interfaces and unique amenities that increase productivity. Gravity is opening Manhattan’s first and only True Fast Charging site early 2022 and has just launched a

pioneering all-EV yellow taxi fleet, reinvigorating one of New York City's most iconic brands. Gravity partners with building owners and parking operators to customize portfolio-wide conversions to electric vehicle charging, with the ability to support both individual EV drivers and large EV fleets. Learn more at [GravityMobility.com](http://GravityMobility.com).

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