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Zerology and Green Cab Partnership  
Press Release  
16 October 2019

## IMMEDIATE RELEASE

MADISON, WI – Zerology and Green Cab of Madison announced a partnership today that replaces Green Cab’s entire fleet of hybrid cars with electric vehicles. Beginning October 23<sup>rd</sup>, you will start to see Tesla Model 3’s with the Green cab logo driving the streets of Madison. This will mark Green Cab as one of the first taxi companies in America with a fleet entirely comprised of Tesla cars.

With a crowd including State, County and City government officials including Lieutenant Governor Mandela Barnes, State Representative Amanda Stuck, Madison Deputy Mayor Christie Baumel, and representatives from Green Cab and Zerology showcased their fleet of new cars at Breese Stevens Field and gave demonstration rides to attendees and local media.

“Since our launch in 2010, we’ve driven over 30 million miles carrying more than 8 million riders. The efficiency of our hybrid fleet has saved 1.9 million gallons of fuel over traditional cabs,” said Jodie Schmidt, co-founder and president of Green Cab. “Now that we’re powered by Zerology, we are taking it to another level, going from low tailpipe emissions to zero with the new fleet of Teslas.”

Zerology is a Madison-based technology startup whose mission is to accelerate the adoption of eco-friendly transportation one community at a time, starting in Madison, by providing electric vehicles along with the mobility technology to allow ride sharing, car sharing, and van pooling for individuals and businesses.

Shree Kalluri, CEO of Zerology, explains it this way: “I founded Zerology this year to help Madison become a cleaner, more livable city by reducing traffic and cutting carbon emissions. Partnering with Green Cab to go all electric is a big first step.”



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In addition to providing the cars, Zerology is working with Green Cab, MG&E, and Tesla to develop a solar car charging station, leveraging sustainable energy to power the fleet and reduce carbon footprint even further

Not only has Green Cab been a leader in reducing emissions, they were Madison's market to give people the convenience of ordering a ride from the palm of their hand.

Zerology is also working with Green Cab to develop the next generation of technology which will make ordering a cab easier and even more efficient. "This is just the first of many initiatives we have in the pipeline to improve mobility in Madison," said Kalluri. "We'll be moving quickly because our climate crisis requires urgent action."

"We are so excited for our drivers, our riders, and our community to be using more efficient, more advanced, and safer Tesla vehicles for our service." Schmidt added, "Our partnership with Zerology is helping us create a cleaner, brighter future for the city of Madison."

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