

PRESS RELEASE

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UNDER EMBARGO UNTIL 10.00 (UK TIME) ON MONDAY 30TH JANUARY 2017

INMOTION VENTURES ANNOUNCES INVESTMENT IN US STARTUP GOKID

- InMotion Ventures invests in GoKid, the US based ride-sharing platform for families, as part of a \$1m seed round whose other participants include Fontinalis Partners
- First investment from InMotion's corporate venture capital arm

London, UK, 30th January 2017: InMotion Ventures has this week closed its first investment, participating in a \$1.0m seed round for US-based startup GoKid. The round also saw investment from Fontinalis Partners.

GoKid, a graduate of the 2016 Detroit-based Techstars Mobility class, is a mobile first platform enabling secure and convenient ridesharing for schools, after school activities and active families, making it easy for parents to schedule and manage trips for their children within their trusted networks. The company was founded by Stefanie Lemcke, who after moving from New York City to Connecticut found herself trapped in traffic jams with her neighbours as they all drove to the same place at the same time to drop off and pick up their kids.

InMotion Ventures invests in promising early stage companies (Seed to Series B) that shape the emerging mobility supply chain, and develop premium mobility services and technology solutions that deliver a more integrated mobility experience.

Sebastian Peck, Managing Director of InMotion Ventures, says *"I am delighted that we have been able to invest in GoKid. I was very impressed by Stefanie and her team when we met in Detroit, and there is a clear alignment with our vision for the future of mobility. We are delighted that we were able to complete the investment within five working days, and strive to be a great partner for the GoKid team, providing the support, resource and expertise that will help them scale rapidly."*

GoKid's founder, Stefanie Lemcke says, *"I was immediately compelled by InMotion's values, and how well they fit with our roadmap. As part of the growing mobility-as-a-service sector, we are excited to align our technology and vision for the company with InMotion as we see the global market of connected vehicles as an important part of the future of transportation. Our priority is now making the most of their support and delivering on our forward-looking vision for GoKid."*

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About InMotion Ventures

[InMotion Ventures](#) invests in the future of mobility and smart transportation. Powered by Jaguar Land Rover, we're an independent company that combines the best elements of corporate venturing and internal product development to build a unique environment for aspiring entrepreneurs and early stage start-ups to grow successful businesses.

Our services are designed to delight our customers, improve the way we move, provide access to vehicles beyond ownership and inspire better choices across all modes of transport. We stop at nothing in our mission to transform the way people move and connect them to the places they want to be.

www.inmotionventures.com

About GoKid

GoKid is the complete carpool solution for schools, sports leagues, and active families, helping parents to carpool with families they know and trust. GoKid makes carpooling easy with schedule management, calendar functionalities, automated invitations, route optimization, notifications and reminders, as well as live tracking of the cars. There are no paid drivers. The technology is live in the App Store. A graduate of Techstars Mobility 2016, GoKid has offices in Detroit, Michigan and New York City and is partnering with global corporates, cities, and schools.

<http://www.gokid.mobi/>