# Vay plans to expand fleet to 100 electric vehicles in Las Vegas by 2025



In an ambitious move poised to reshape mobility in urban areas, the Berlin-based remote driving technology company Vay announced at the CES that it plans to expand its fleet to 100 vehicles in Las Vegas by 2025. This extensive fleet growth comes as Vay secures a significant production facility spanning over 8,500 square feet in Las Vegas, which will serve as the primary hub for the hardware deployment of its Kia e-Niro fleet.

Founded in 2018 by Thomas von der Ohe, Fabrizio Scelsi, and Bogdan Djukic, Vay currently employs over 150 staff members and has successfully raised upwards of $131 million. The company's mission centres around making remote driving services universally accessible, providing affordable and sustainable door-to-door mobility solutions through its innovative app.

Vay's services allow users to request the delivery of an electric vehicle directly to their location. Upon arrival, the user can operate the vehicle like a standard car. At the conclusion of the trip, the user ends the rental via the app and a remote driver seamlessly takes over, alleviating the often time-consuming challenge of finding parking. Notably, Vay’s pricing strategy underlines its competitive edge, as its per-minute rental service costs half as much as existing ride-sharing options, while also being a more economical alternative to autonomous driving solutions that often require hefty membership fees.

Moreover, Vay's adoption of an all-electric fleet and remote driving technology contributes to reducing the number of vehicles needed in dense urban settings, thereby fostering greener, less congested cities. The company has also recently broadened its service offerings to include business-to-business solutions, which facilitate remote driving for various types of vehicles, including private cars, trucks, and vans.

The rise of remote driving has also initiated a new profession within the mobility sector, melding safety with flexibility. Remote drivers operate from specially designed stations and are equipped with industry-standard controls, including a steering wheel and pedals. Operating continuously from 6:30 am to 10 pm in Las Vegas, remote driving relies on sophisticated camera sensors that transmit real-time images of the vehicle's surroundings, complemented by audio feeds of road traffic sounds to enhance situational awareness.

Vay is actively expanding its workforce and is set to employ remote drivers for its truck operations shortly. The nature of remote driving roles offers a distinct advantage over traditional driving jobs; remote drivers benefit from a structured office environment, the opportunity for regular breaks, and greater home stability. Unlike their conventionally employed counterparts, remote drivers are compensated hourly, providing them with a more sustainable income model.

The Vay Remote Driving Academy is an integral aspect of the company’s strategy, as it provides comprehensive training to equip remote drivers for professional performance on public streets. Vay's services span central Las Vegas, covering key areas such as the Strip and its multitude of hotels and attractions, which have made it a popular choice for seamless travel in the city. Since its launch a year ago, Vay's platform has facilitated over 6,000 trips.

Reflecting on the company's developments, Thomas Von der Ohe, CEO and co-founder of Vay, remarked, "This new facility and our fleet expansion highlight Vay's commitment to serving our growing customer base in Las Vegas, ensuring a seamless experience for everyone requesting our vehicles." As Vay continues to grow, it appears poised to significantly influence the trends of urban mobility and the future of transportation technologies.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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