# Zoox set to launch autonomous ride-hailing service in Las Vegas by 2025



Zoox, Inc., a robotaxi company under the ownership of Amazon.com, Inc., is preparing to launch its autonomous vehicle ride-hailing service in Las Vegas by 2025. This initiative marks a significant milestone in the evolution of AI automation within the transportation sector.

The company's plans were elaborated upon by co-founder and chief technology officer Jesse Levinson during an interview with CNBC. He indicated that Zoox intends to kick off an "Early Rider Program" in Las Vegas in the coming months, allowing selected users to experience the service prior to its wider rollout. While Levinson emphasised that the service may not be commercially significant within the year, he expressed optimism regarding its usefulness, stating, "We're excited for that," in reference to the opportunity for customers to utilise the service to reach various destinations.

Since its founding in 2014, Zoox has been committed to innovation in the realm of driverless technology. The company was acquired by Amazon in 2020 for over $1.2 billion, further solidifying its resources for development. Unique in design, Zoox vehicles are engineered to operate without traditional controls such as steering wheels, pedals, or driver's seats, presenting instead a symmetrical and bidirectional layout that accommodates up to four passengers.

Testing of Zoox's driverless vehicles commenced in Las Vegas earlier this year, with additional trials beginning in San Francisco in November 2022. Looking ahead, the company has identified San Francisco as its next target for expansion, with plans also in place to extend the service to Miami and Austin, Texas. Levinson expressed confidence in the prospect of these autonomous vehicles becoming a preferred mode of transport, stating, "Hopefully by the end of this decade, if you're in most of the major cities in the U.S., this will be your favorite way to get around."

As the field of AI automation continues to evolve, Zoox's endeavours represent a tangible shift in how urban mobility may be redefined in the coming years, poised to impact both consumer behaviour and the broader transportation landscape.

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

## Bibliography

* <https://www.therobotreport.com/zoox-now-testing-its-robotaxis-in-san-francisco/> - Corroborates Zoox's testing of robotaxis in San Francisco and its plans for launching the service in Las Vegas by 2025.
* <https://www.ktnv.com/news/how-one-company-plans-to-introduce-a-new-robotaxi-to-the-las-vegas-strip> - Details Zoox's plans to introduce its robotaxi on the Las Vegas Strip and the 'Zoox Explorer' program for early public riders.
* <https://zoox.com/journal/las-vegas/> - Provides information on Zoox's robotaxi operations in Las Vegas, including the expansion of its geofence to the Las Vegas Strip and surrounding areas.
* <https://www.therobotreport.com/zoox-now-testing-its-robotaxis-in-san-francisco/> - Mentions Zoox's unique vehicle design without traditional controls like steering wheels or pedals, and its symmetrical layout.
* <https://zoox.com/journal/las-vegas/> - Describes the testing of Zoox's driverless vehicles in Las Vegas and the company's history of operations in the city since 2019.
* <https://www.therobotreport.com/zoox-now-testing-its-robotaxis-in-san-francisco/> - Confirms Zoox's acquisition by Amazon in 2020 and its commitment to innovation in driverless technology since its founding in 2014.
* <https://zoox.com/journal/las-vegas/> - Outlines the complex driving scenarios on the Las Vegas Strip and how these environments help fine-tune Zoox's technology.
* <https://www.ktnv.com/news/how-one-company-plans-to-introduce-a-new-robotaxi-to-the-las-vegas-strip> - Details the 'Early Rider Program' in Las Vegas, allowing selected users to experience the service before its wider rollout.
* <https://zoox.com/journal/las-vegas/> - Explains the expansion plans for Zoox's service, including the potential extension to other cities like Miami and Austin, Texas.
* <https://www.therobotreport.com/zoox-now-testing-its-robotaxis-in-san-francisco/> - Quotes Jesse Levinson on the future prospects of Zoox's autonomous vehicles becoming a preferred mode of transport in major U.S. cities.
* <https://www.benzinga.com/general/travel/25/01/43076598/amazons-zoox-plans-to-launch-robotaxi-service-this-year> - Please view link - unable to able to access data