

AUTOMOTIVE

Lucid, Uber debut autonomous luxury taxi service

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The company is unveiling its latest innovations at a major technology trade show. Image credit: Lucid

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

American luxury electric vehicle manufacturer Lucid Group is presenting its progress in an ongoing collaborative project.

This week, during the Consumer Electronics Show (CES) in Las Vegas, the company is giving the public and press their first look at its high-end robotaxis. Created in partnership with ridesharing company Uber and autonomous driving start-up Nuro, the vehicles began on-road testing at the end of 2025, with a full launch expected in the San Francisco Bay Area later this year.

"Our robotaxi program with Uber and Nuro is a key part of how Lucid is leveraging its technology to create a more sustainable future of mobility that is widely accessible," said Kay Stepper, VP of advanced driver-assistance systems and autonomous at **Lucid**, in a statement.

"Our engineering, range and interior comfort offer a unique platform, and when combined with Nuro's technology and Uber's scale, we are collectively building an experience like no other."

Daily driver

At CES, guests are granted hands-on time with the robotaxi for the first time, with the Uber-designed interior and rider experience featured in the display.

The prototype, based on the Lucid Gravity model, is able to perceive a 360-degree view of the road conditions around it via state-of-the-art lidar sensors, high-resolution cameras and radar. Inside, the vehicle provides personalized luxury features, including heated seats, music control, complete climate controls and seating configurations that fit up to six passengers and their luggage.



Riders are also provided with a visualization of what the robotaxi sees and its planned route. Image credit: Lucid

"Uber is proud to partner with Lucid and Nuro to bring a state-of-the-art robotaxi to market later this year," said Sarfraz Mareia, global head of autonomous mobility & delivery at Uber.

"By combining leading expertise in electric vehicles, autonomy and ride-hailing, we're building a unique new option for affordable and scalable autonomous rides in the San Francisco Bay Area and beyond."

The project was announced in mid-2025 ([see story](#)), with its global offering set to debut exclusively on Uber's platform. Production on the custom EV is planned to begin at Lucid's Arizona facility in the coming months.

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