# Bill Ackman eyes Alphabet, Uber and Hertz in autonomous vehicle race



Tesla CEO Elon Musk has long articulated a vision of transforming his electric vehicle company into a leader in artificial intelligence, with a particular focus on autonomous driving technology. Central to this vision is the development of Tesla’s "Robotaxi" service—a fleet of self-driving cars available for ride-hailing at any time. Since Musk previewed this initiative late last year, it has captured significant attention from investors and tech enthusiasts alike.

However, Tesla’s ambition in the autonomous vehicle space faces competition from other major technology firms. Notably, Alphabet, the parent company of Google, has been advancing its self-driving efforts quietly but steadily through Waymo, its autonomous vehicle subsidiary. Waymo currently operates robotaxi services in several major U.S. cities, including Phoenix, San Francisco, Los Angeles, and Austin. The presence of an established autonomous fleet signals Alphabet’s growing footprint in the sector.

Billionaire hedge fund manager Bill Ackman, CEO of Pershing Square Capital Management, appears to be positioning his investments to capitalise on the emerging AI-driven autonomous vehicle market. Pershing Square maintains a focused portfolio, typically investing in about ten companies, and Ackman has been building significant stakes in Alphabet and other related firms.

Earlier this year, Ackman disclosed that Pershing Square had acquired shares in Uber Technologies. While Uber is widely recognised as a leading global ride-hailing platform with 170 million customers, the firm’s role could evolve further with the rise of autonomous vehicles. According to Pershing Square's annual investor presentation, Uber’s extensive consumer base offers a unique distribution channel opportunity for companies developing autonomous fleets. By partnering with Uber, autonomous vehicle providers can leverage an existing demand network rather than building one from scratch. This partnership model contrasts with Tesla’s approach, which focuses on scaling its own autonomous fleet.

Moreover, Uber's business model does not necessitate owning the vehicles themselves. Comparable to platforms like Airbnb, which broker accommodations without owning hotels, Uber could facilitate robotaxi services through partnerships with autonomous vehicle companies while mitigating risks related to fleet management.

Ackman’s investment strategy deepened recently with a stake in Hertz, the car rental company. In a social media post, he suggested the possibility of a partnership between Uber and Hertz to roll out autonomous vehicle fleets over time. This collaboration could reshape Hertz’s rental operations by integrating self-driving vehicles accessible via the Uber app, enabling a steadier revenue model while maintaining Hertz’s infrastructure. The synergy among Hertz’s fleet, Uber’s customer base, and autonomous technology providers such as Alphabet’s Waymo creates a compelling proposition for all parties involved.

While the idea of a three-way alliance between Alphabet, Uber, and Hertz in the autonomous vehicle space may seem ambitious, Ackman’s activist investment style often involves working closely with company leadership to unlock new growth opportunities. His approach suggests a diversified AI and autonomous vehicle bet rather than relying solely on Tesla’s Robotaxi vision.

This perspective highlights an alternative pathway to capturing the growth potential in AI-driven transportation: by investing in a network of companies that collectively could dominate the autonomous ride-hailing ecosystem.

The Motley Fool’s reporting notes that although Alphabet has not currently made their top 10 stock recommendations, Pershing Square’s strategic moves suggest substantial faith in Alphabet’s broader AI capabilities, including autonomous driving.

As the autonomous vehicle market develops, the interplay among technology innovation, ride-hailing platforms, and fleet management companies will be pivotal in shaping the future of transportation services. While Tesla remains a prominent contender with its Robotaxi concept, investors and industry watchers are closely monitoring the emerging collaborations and competition from other major players.

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

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