Kroger and Nuro Partner to Pilot Autonomous Delivery
Thursday, June 28, 2018 01:00:00 PM (GMT)

America's grocer and robotics innovator redefine the future of grocery shopping

CINCINNATI and MOUNTAIN VIEW, Calif., June 28, 2018 /PRNewswire/ -- The Kroger Co. (NYSE: KR) and Nuro today announced a new partnership to redefine the grocery customer experience for Americans by piloting an on-road, fully autonomous delivery experience.

Together, America's largest supermarket retailer Kroger and Nuro, maker of the world's first fully unmanned road vehicle, are working to make the convenience of grocery delivery accessible and affordable for customers everywhere. Through this innovative partnership, customers can place same-day delivery orders through Kroger's ClickList ordering system and Nuro's app. During the test, orders will be delivered by Nuro's fleet of autonomous vehicles.

This is the first application and deployment of Nuro's hardware and software. The pilot market will be announced soon and is expected to begin this fall.

Kroger's expansive retail footprint of 2,800 stores in 35 states combined with Nuro's technology platform will change the status quo of grocery delivery through convenience at a low price. This allows customers to get what they need, when they need it, wherever they are.

"We are incredibly excited about the potential of our innovative partnership with Nuro to bring the future of grocery delivery to customers today," says Yael Cosset, Kroger's chief digital officer. "As part of Restock Kroger, we have already started to redefine the grocery customer experience and expand the coverage area for our anything, anytime and anywhere offering. Partnering with Nuro, a leading technology company, will create customer value by providing Americans access to fast and convenient delivery at a fair price."

"Unmanned delivery will be a game-changer for local commerce, and together with Kroger, we're thrilled to test this new delivery experience to bring grocery customers new levels of convenience and value," said Dave Ferguson, Co-Founder, Nuro. "Our safe, reliable, and affordable service, combined with Kroger's ubiquitous brand, is a powerful first step in our mission to accelerate the benefits of robotics for everyday life."

About Kroger
At The Kroger Co. (NYSE: KR), we are dedicated to our Purpose: to Feed the Human Spirit™. We are nearly half a million associates who serve over nine million customers daily through a seamless digital shopping experience and 2,800 retail food stores under a variety of banner names, serving America through food inspiration and uplift, and creating #ZeroHungerZeroWaste communities by 2025. To learn more about us, visit our newsroom and investor relations site.

About Nuro
Nuro combines software and hardware expertise to design and build products that accelerate the benefits of robotics for everyday life. Nuro's first product is a self-driving vehicle designed for local goods transportation. The company is led by world-renowned experts in robotics, artificial intelligence and computer vision. Privately held, Nuro powers partnerships with local businesses seeking new ways to cost effectively transport goods and create new experiences for their customers. For more information, visit www.nuro.ai.

☐ View original content with multimedia:http://www.prnewswire.com/news-releases/kroger-and-nuro-partner-to-pilot-autonomous-delivery-300673917.html

SOURCE The Kroger Co.

Contacts: Kroger: Media: Kristal Howard, (513) 762-1304, Investors: Rebekah Manis, (513) 762-4969; Nuro:

Media: Emma Esrock, (415) 625-8555
Countries: United States
Industries: Retail, Transportation, Trucking & Railroads, Computer Electronics, Hardware & Software, Entertainment & Leisure, Food & Beverages, Household & Consumer Products, Multimedia, Internet & Wireless Technology
Languages: English
Primary Identifiers: KR-US
Related Identifiers: KR-US
Subjects: Corporate Development, New Products & Services