

# Sphere And Zoox Announce Multi-Year Partnership Naming Zoox The Official Autonomous Ride-Hail Partner Of The Venue

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Guests Can Access Zoox Ride-Hail Services at Sphere Starting Early Next Year

LAS VEGAS (October 28, 2025) – Sphere Entertainment Co. (NYSE: **SPHR**) and **Zoox**, the autonomous ride-hailing company, today announced a multi-faceted partnership that will make Zoox the Official Autonomous Ride-Hail Partner of Sphere. As part of this partnership, the venue will have a dedicated autonomous vehicle ride-hail pick-up and drop off zone at Sphere, where guests will be able to utilize Zoox's robotaxi ride-hail services through the **Zoox app**.

Zoox is creating a unique way to explore Las Vegas in a purpose-built robotaxi that gives riders back time, space, and choice. In September, Zoox officially launched its robotaxi service in Las Vegas, becoming the first company in history to provide a fully autonomous ride-hailing service in a purpose-built robotaxi.

"Sphere is built on innovation, and so are our partners," said Marcus Ellington, Executive Vice President, Ad Sales and Sponsorships, Sphere. "Zoox is transforming the way the world moves, and together we're reimagining the journey to and from Sphere."

"Sphere has quickly become an iconic destination and landmark in Las Vegas, drawing millions of visitors annually with its next-level fusion of art and technology," says Michael White, Chief Product Officer, Zoox. "With this partnership, riders aren't just being transported between locations; they're stepping from the future of transportation into the future of entertainment."

As part of this partnership, Zoox will receive brand exposure across Sphere platforms. This includes exclusive Zoox branding to help direct riders to their robotaxi in the autonomous zone, as well as custom-branded content on the

Exosphere – the world's largest LED screen – created in collaboration with Sphere Studios, the immersive content studio dedicated to creating content for Sphere.

Sphere is part of a planned service expansion for Zoox in Las Vegas, and the venue will become available for Zoox riders, among other new destinations, early next year.

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#### About Sphere

Sphere is a next-generation entertainment medium that is redefining the future of live entertainment. A venue where the foremost artists, creators, and technologists create extraordinary experiences that bring storytelling to a new level and take audiences to places both real and imagined. The venue hosts original Sphere Experiences from leading Hollywood directors; concerts and residencies from the world's biggest artists; and premier marquee events. The first Sphere venue opened in Las Vegas in September 2023, and is a new Las Vegas landmark, powered by cutting-edge technologies that ignite the senses and enable audiences to share experiences at a never-before-seen scale. More information is available at [thesphere.com](http://thesphere.com).

#### About Zoox

Based in Foster City, CA, **Zoox** is reinventing personal transportation—building a safer, cleaner, and more enjoyable future on the road. At the core of its vision is a purpose-built robotaxi that offers the world a better way to ride. Through a combination of cutting-edge technology and a focus on the rider experience, Zoox is transforming urban mobility with its comprehensive and cohesive autonomous ride-hailing service. Zoox is an independent subsidiary of Amazon.com, Inc.