



Smart-Bus Platform Kolors Announces Series A Financing

Insights

June 3, 2022

Kolors, a tech and data-driven intercity bus network based in Mexico City, announced its Series A financing led by UP.Partners with participation from Toyota Ventures, Maniv Mobility, K5 Global and more. The company partners with small and medium-sized bus operators and focuses on using artificial intelligence to help provide the best passenger experience and push toward cleaner energies within the industry. The company will use its new capital to further accelerate expansion in Mexico, expand to new Latin American markets and enable cross-border US travel.

In the [announcement of the transaction](#), Founder and CEO of Kolors Rodrigo Martinez said, “As a third-generation bus operator, I know intercity bus travel is the lifeblood of LATAM. The opportunity to provide our passengers with an elevated bus platform will bring a better and affordable travel experience. Our buses run on data and our learnings have already enabled us to devise an effective strategy to address and reduce emissions across the global intercity transportation industry,”

The Gunderson deal team was led by Daniel Green and included Jenna Finegold and Brenden Glapion with support from Tom Villeneuve and Tiffany Lam.

Companies:

[Kolors](#)

[UP. Partners](#)

[Toyota Ventures](#)

[Maniv Mobility](#)

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