



Kroger and Nuro launch autonomous grocery delivery service in Arizona

www.auvsi.org

1 min read

After announcing their pilot program for a fully autonomous grocery delivery service in June, Kroger and Nuro have now announced that the program is launching in Scottsdale, Arizona.

Starting August 16, customers can place delivery orders with a single location of Fry's Food Stores via the store's website or the Fry's Food Stores mobile app. Orders are placed based on slot availability.

Grocery orders can be scheduled for same-day or next-day delivery by Nuro's fleet of self-driving vehicles. There is no minimum amount required to place an order, and the service charges a flat fee of \$5.95.

"We're excited to launch our autonomous vehicle delivery pilot with Fry's in Scottsdale," [says Kroger Chief Digital Officer Yael Cosset](#).

"Kroger wants to bring more customers the convenience of affordable grocery delivery, and our pilot with Nuro will help us test and learn to understand customer acceptance of autonomous vehicles in our seamless offering."

The pilot will begin with Nuro using its self-driving Toyota Prius fleet, but this fall, the company will introduce its custom R1 driverless vehicle.

"Arizona is home to some of the most innovative autonomous vehicle testing," comments Nuro Co-Founder Dave Ferguson.

"We're proud to contribute and turn our vision for local commerce into a real, accessible service that residents of Scottsdale can use immediately. Our goal is to save people time, while operating safely and learning how we can further improve the experience."

