Our Story
Driving the Future of Transportation

The Journey Begins

Pre-2005: The Journey Begins
- Logan grew up in LA surrounded by horrible traffic.

2005
- Logan visits Zimbabwe and sees its crowdsourced transportation network.

2006
- John graduates first-in-class from Cornell Hotel School and begins working on ways to use existing infrastructures to solve the problem of empty seats on our highways.

2005-08
- Logan serves as the Santa Barbara Metropolitan Transit Board’s youngest director ever.

Improving Transportation with Humanity + Technology

2007
- John and Logan meet through a mutual friend over Facebook, and co-found Zimride, which arranges long-distance shared rides.

Becoming the Fastest-Growing Ridesharing Service

Dec 2013
- Lyft grows from two to 20 cities in one year.

HOLLYWOOD

Jan 2013
- Lyft adds LA as its second market.

Aug 2012
- Pink carstaches first hit the streets of SF.

June 2012
- For the first time, peer-to-peer rides are given in the U.S., starting in SF.

Over 230 cities
- Millions of rides per month
- Transformative

Lyft Line Launches

Apr 2014
- Lyft adds 24 cities in 24 hours.

Aug 2014
- Lyft Line launches, delivering the first shared rides along shared routes.

Sept 2014
- Lyft Line expands to LA.

Nov 2014
- Driver Destination launches, making it easier for drivers to give rides during their own driving trips.

Dec 2014
- Lyft Line expands to NYC.

Jan 2015
- The next chapter of Lyft begins: The Glownstache debuts.

Early 2015
- Lyft achieves profitability in its most-established markets. Meanwhile, more than 50% of all SF requests are for Lyft Line rides.

65 Markets
- 5x Growth in Rides & Revenue
Regulatory Issues
Background Checks  For Drivers

**Background Check**
screens for the following crimes as reported by credit reporting agency¹:

- Violence
- Sexual Offenses in the publicly available sex offender registry
- Felonies
- Drug-related Offenses

**Driving Record Check**
screens for the following as reported by credit reporting agency:

- Age 21+ with 1 year or more of driving history²
- Valid personal auto insurance that meets or exceeds state requirements
- No more than three minor violations in the past 3 years
- No major or severe violations in the past 3 years (e.g. reckless driving)

¹ Only the most recent 7 years of criminal conviction records are reviewed for convictions recorded in CA, CO, KS, MA, MD, MT, NH, NM, NV, NY, TX, & WA.
² 20 or older for drivers in NYC.
Insurance
Insurance Overview*

- **app off**
- **app on/driver mode**
- **match notification**
- **dropped off passenger**

**Your Personal Policy**

- **Period 1 Contingent Auto Liability**
  - up to $50K/person (Bodily Injury)
  - up to $100K/accident (Bodily Injury)
  - up to $25K/accident (Property Damage)

- **Period 2 & 3 Auto Liability & UM/UIM**
  - up to $1M/occurrence

- **Period 2 & 3 Contingent Collision & Comprehensive**
  - up to $50K/accident ($2,500 deductible)

*Please note, coverages may be modified to comply with local regulations and/or state laws. Lyft’s policy is not available in New York state.*
THE ROAD AHEAD
Lyft’s Platform Technology

- Millions of rides a week
- Real-time snapshot
- Directional rides with color
- Pre-matching of rides
- Send ETA
- Type of Lyft
- Venues
- Concierge, desktop dispatch
Lyft Line

Sharing the ride
Lyft + GM
Shared - Electric - Autonomous
THE ULTIMATE SUBSCRIPTION

$9,000 Annual Cost Per Vehicle

Mileage Subscription Plans
The transition to an autonomous future will not occur primarily through individually owned cars. It will be both more practical and appealing to access autonomous vehicles when they are part of Lyft’s network...

John Zimmer
Lyft President, Co-Founder