



## YayYo, Inc. Announces Launch of New Ridesharing Platform and Service, *RideYayYo*, in Los Angeles

*Company to unveil cost-efficient fleet of cars within surge-price-stricken LA county; will offer drivers guaranteed salary, benefits, and flexible shifts, along with a brand-new car to take home for no cost*

LOS ANGELES – May 11, 2017 – [YayYo, Inc.](#), the leading app providing smartphone metasearch for ridesharing services, today announced the launch of its own fleet of vehicles, RideYayYo, in Los Angeles. RideYayYo will debut its fleet throughout LA county this summer and will be available to a select group of through a beta program on the YayYo metasearch app.

RideYayYo aims to provide LA residents with the riding experience the city now lacks due to the daily surge pricing from the dominant rideshare companies driving up consumer costs – a steep expense to ride in old cars with untrained drivers. Users requesting a ride from RideYayYo will be greeted by a professionally trained driver in a brand new car, with enhanced features for rider safety and security including onboard cameras – all for the lowest price on the market.

“We’re launching RideYayYo into LA to give the people what they want – an affordable ridesharing service with trained drivers and new, clean cars. Paying surge pricing to ride in a car that’s 10 years old with a driver that has no experience should not be the only option,” said Laurie DiGiovanni, Head of Fleet Operations at YayYo. “RideYayYo will provide riders with the confidence that they will reach their destination comfortably and safely, for a price that won’t break the bank.”

RideYayYo also transcends the traditional rideshare model through its unique opportunity for its drivers. RideYayYo will supply drivers with new cars that can be taken home, enhanced training, guaranteed pay with benefits, insurance, and a path to employee-ownership. With flexible shifts and an innovative customer-centric approach, drivers with RideYayYo can be assured a consistent income without having to worry about extraneous fees such as tolls, insurance, and car payments that come with driving for other services.

Board Member and seasoned Los Angeles alternative transit advocate, Bob Vanech said, “We have watched the big rideshare companies exploit their drivers leading to a questionable customer experience, so YayYo is putting its passengers and drivers at the epicenter of its business model, and in doing so creating a blissful and unmatched rider experience.”

Following its launch in Los Angeles, RideYayYo will expand to cities throughout the United States, [capitalizing on the billion-dollar ridesharing industry](#). With approximately [two billion mobile phone users in the world](#), but less than nine million users of Uber and Lyft combined globally, there remains significant market opportunity for rideshare companies as consumers seek out less expensive, safer, and better options.

Those interested in driving for RideYayYo can fill out an application by visiting the website [www.drive4yayo.com](http://www.drive4yayo.com).

**About YayYo, Inc.**



[YayYo, Inc.](#) is the leading app providing smartphone metasearch for ridesharing services, providing price comparison and booking of available ridesharing and taxi services along with select limousine and public transportation services. YayYo offers the convenience users expect with unique benefits not available from Uber, Lyft or taxi services alone.

The Company was also recently qualified by the Securities and Exchange Commission for a Regulation A+ Initial Public Offering to raise gross proceeds of \$50 million. Interested investors can purchase shares directly at [www.YayYoIpo.com](http://www.YayYoIpo.com).

**Media contact:**

Matthew Bretzius

FischTank Marketing and PR

[matt@fischtankpr.com](mailto:matt@fischtankpr.com)