Zimride is the leading developer of online social ride-sharing and transportation software solutions. Since launching in 2007, Zimride has attracted over 300,000 global users.

OVERVIEW
Zimride has a two-tier offering of ride-sharing software products. The software is licensed for an annual fee and provides your community with a safe and easy way to find ride partners.

Zimride’s innovative software addresses many of the shortcomings that limited the success of previous ride-sharing solutions. Zimride’s system:

• is built specifically for your institution with email verified sign-up
• engages users with social profiles and optional Facebook functionality
• can integrate with your other transportation initiatives
• is easy to use and places no extra burden on your staff
• is designed to attract the critical mass necessary to build a reliable form of transportation

AN EFFICIENT AND EFFECTIVE SOLUTION
Reduce CO₂ emissions: Zimride institutions have demonstrated an average annualized reduction of 300,000 lbs of harmful carbon emissions.

Save on vehicle operating costs: Zimride organizations have saved their communities on average $200,000 per year in vehicle operating costs.

A low-cost, high-impact alternative to:
1. Constructing additional parking spaces: $4,000 - 30,000+ each
2. Building, operating and marketing your own web 2.0 rideshare solution: $100,000+

Many transportation solutions (new bus lines, shuttles, etc.) require expensive research and infrastructure development. In times of tightened budgets, Zimride’s service allows you to maximize the efficiency of your current infrastructure to have a large impact at a low-cost.

PROVEN SUCCESS
Zimride is currently working with 20+ institutions to make ridesharing a success in their communities. References are available upon request to john@zimride.com

Clients Include:
• Stanford University
• University of California, Los Angeles (UCLA)
• University of California, Santa Barbara (UCSB)
• Cornell University
• Eastern Kentucky University
• Wal-Mart

“If you haven’t heard of Zimride, buckle up because it’s likely the next non-word to enter the English language.”
- ABC World News, July 2008

"Zimride is a fantastic service for our entire institution. It is intuitive and fun to use while at the same time allowing for a higher level of trust." - Corey Earle, Former Cornell student and current Cornell faculty member

www.zimride.com
Simple, intuitive, custom ridesharing solutions

Access limited to your community

Optional Facebook integration

Custom built for you
Social profiles leverage trust within your community

- Show passengers your car
- Optional contact information and driving preferences
Add a one-time ride or regular commute

Flexible interface allows you to quickly add your commute

- Hide exact address for privacy
- Add a one-time ride or regular commute
- Provide additional notes about your ride

✓ Flexible interface allows you to quickly add your commute
Informative ride details available after ride is posted

A map and directions for your ride

Users can send you a message or request a ride

View other passengers

✓ Informative ride details available after ride is posted
Search algorithm allows users to quickly find relevant matches

- Easily filter by date, frequency or ride type
- Search for best matches

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<th>Type</th>
<th>Ride Offered by Alex Livadas</th>
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<tbody>
<tr>
<td>From</td>
<td>De la Vina St</td>
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<td></td>
<td>Santa Barbara, CA 93101</td>
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<td>To</td>
<td>University Rd</td>
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<td></td>
<td>Santa Barbara, CA 93106</td>
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<td>On</td>
<td>Every Mo, Tu, Wed, Th, Fr</td>
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<tr>
<td>Notes</td>
<td>Room for one other person comfortably. I'd like to trade off driving week-by-week with someone else.</td>
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<td>Info</td>
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<td>On</td>
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<td>I work in building #4</td>
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Rides on Tuesday, February 3, 2009

Can't find a ride? Add a ride of your own if none of the results shown are a suitable match.
Track your community’s progress and savings in real-time.

- Monitor user growth
- Watch $ dollar, CO2, gasoline and miles reductions grow

Administrator access-only portal

ZIMRIDE

3,091 total users
3,243 total rides

25,944 gallons saved
330,786 dollars saved
503,314 LBS CO2
648,600 miles

Estimates calculated assuming:
- EPA estimated 19.4 pounds CO2 emitted per gallon gasoline
- Average vehicle fuel economy of 25 MPG
- IRS standard mileage rate
Rides posted on your embedded system appear on the Facebook application and visa versa.

Zimride’s custom rideshare solution can also be built on Facebook.

Leverage your Facebook network’s user base and viral growth.

✓ Facebook is an ideal platform for building carpool critical mass.

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**ZIMRIDE**

**UC SANTA BARBARA**

**UCSB Carpool Challenge!**

Help build a new form of transportation in Santa Barbara.

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**My Information**

- Offers/Requests, Matches, Comments by Email and Facebook
- John@zimride.com
- 2039129600
- JohnZ314
- Normal
- Medium
- Not Permitted

**My Feedback**

- Positive: 5
- Neutral: 0
- Negative: 0

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**My Garage**

- add vehicle