

WHAT IS QWIK RIDE?

QWIK RIDE offers free transportation in major markets.

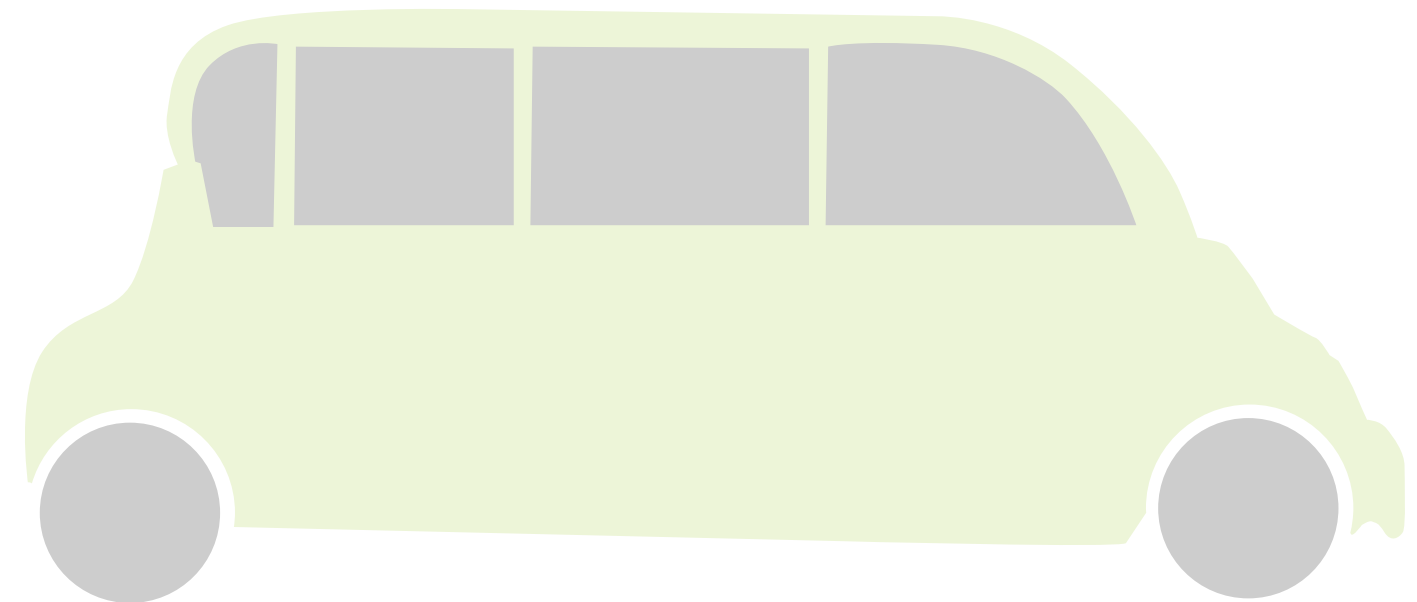
Services are based around busy downtown, beach, shopping & dining areas. QWIK RIDE uses a fleet of electric vehicles to limit our environmental impact and go GREEN. QWIK RIDE works with local and national partners on creative campaigns to keep the service free to riders.

Raising brand awareness, perception & consideration through alternative, sustainable, mobile marketing.

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**QWIK
RIDE** →





PORT JEFFERSON

NORTHPORT

PATCHOGUE

HUNTINGTON



QWIK RIDE REQUEST APP

- Users are able to request a ride anywhere within the location's coverage area. Drivers respond & offer point A to B transportation.
- Data is tracked for number of rides, locations, durations, number of riders, times of day, rider profiles, etc.
- Sponsoring brands can be featured in app & within outbound notifications.

MARKETING OPTIONS



EXTERIOR WRAPS

The vehicle's unique design & the possibilities for custom exterior advertising, cause people to turn, point & say WOW! Covering the heaviest trafficked area for high frequency with unique, eye-catching designs. Options include: Full vehicle, individual panels, and top mounted, lighted signs.

MOBILE APP BANNERS

The easiest way to grab a QWIK RIDE is through our mobile app. Why not take advantage of a bottom or full screen banner advertisement? Do you have a promotion or coupon? This is the place to spread the word and bring new customers through your door.

IN-VEHICLE VIDEO DISPLAYS

Select markets, only. Display your TV commercial or still advertisement to QWIK RIDE's captive audience.



PROMOTIONAL GIVEAWAYS

Allow us to distribute your branded items - koozies, sunglasses, menus, event tickets - the sky is the limit!



MARKETING THAT REALLY WORKS!

RAISE BRAND AWARENESS

Garner valuable impressions from riders, observers, and through giveaways. Cars are seen millions of times in each location. Generate earned media by way of tweets, posts, pictures, and press. Each route is structured so cars stay concentrated in highly trafficked areas.

IMPROVE BRANDING PERCEPTION & BRAND LOYALTY

Natural association between the brand & environmental awareness. QWIK RIDE'S word-of-mouth advertising is created by the experience, free giveaways, & the brand the made this possible.

CAPTURE NEW CUSTOMERS

Engaging the consumer - as a opposed to interrupting - appeals to the right half of the brain and leaves a more lasting impression. 83% of adults cited past experience with a brand as the most important factor in their purchase decisions.*

*According to a study by Brainscience.

QWIK RIDE IT'S AS EASY AS..

1

Use our mobile app OR wave a car down anywhere in the coverage area.

2

Driver confirms that he/she is on the way to pick up passenger for their QWIK RIDE.

3

Driver arrives. Passenger gets a QWIK RIDE anywhere within our coverage area.