



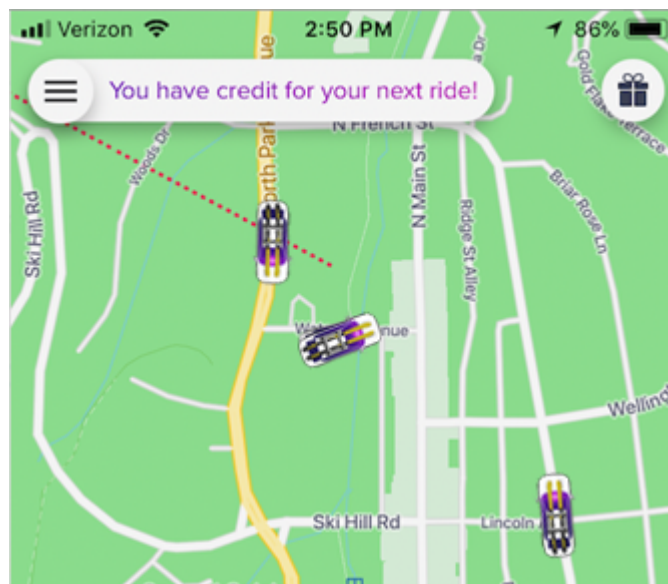
NOVEMBER 20, 2018

Colorado: Ski Rack Mode Is Back

Winter is here and it's time to dust off your gear and hit the slopes. This year it's never been easier — simply tap to request Lyft Ski Rack in the app and you'll be matched with a vehicle equipped to take your skis or your snowboards.

Whether you're in Winter Park for the freshest tracks or Keystone for a family getaway, Lyft Ski Rack is ready for all your winter adventures.

HOW IT WORKS

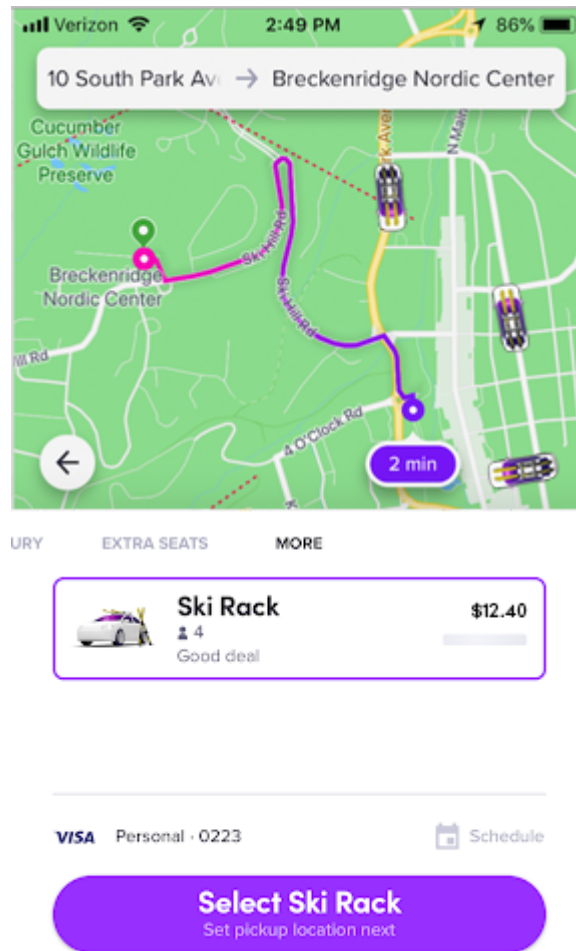


Hi there, Shirley

Where are you going?

 Search destination

In the Lyft app, enter your destination.



In the ride selector, scroll to More to view Ski Rack mode and tap to request. When your Lyft driver arrives, safely secure your skis/snowboards and get going.

FREQUENTLY ASKED QUESTIONS

or your snowboards.

Where can I request Ski Rack?

Ski Rack is currently available in the Rocky Mountains (Vail, Beaver Creek, Aspen, Snowmass, Steamboat Springs, Telluride, Winter Park, Granby).

How is Ski Rack priced?

You'll be charged your usual Lyft ride fare with an additional cost of \$8 for a vehicle with a ski rack. Sales tax and fees where applicable, also apply to Ski Rack rides.

What kind of ski rack should I expect?

Ski racks or truck beds will be able to accommodate two snowboards or four sets of adult skis.

Who is in charge of placing and securing skis/snowboards in rack?

Drivers are responsible for properly installing the ski racks and passengers are responsible for ensuring that equipment (skis, snowboards, etc.) is properly secured.

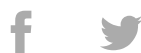
What types of cars can I expect when using Ski Rack?

With Ski Rack, you'll be matched with the same type of vehicles that you would receive when requesting a Lyft ride.

How do I properly load my skis/boards on ski racks?

Most ski racks operate in the same way, so these steps will get you started. If you have any trouble with the ski rack that's on your Lyft ride, ask your driver for advice.

1. Press button to open ski rack bars
2. Slide your skis/boards between the bars.
3. Walk around the car, reach over and pull the first set of skis/board close to the rack hinge.
4. Close both ski rack bars and listen for the click. Lock the rack to hold your gear extra tight.



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