

Manhattan Beach Free Ride

Prepared by The Free Ride Inc. May 2016

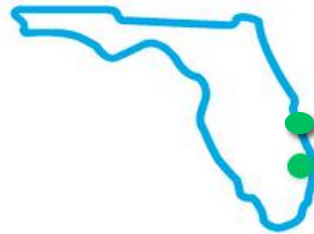


The Free Ride

The Hamptons



South Florida



California



New Jersey



- 🌿 10 Cities
- 🌿 60+ Vehicles
- 🌿 100% Electric Vehicles
- 🌿 Respected Transportation Provider
- 🌿 National and Local Advertisers

How It Works

1

**Use Mobile App or Website To Request A Ride
or
Head to a Hot Spot Waiting Zone
or
Wave a Car Down Anywhere in the Coverage Area**



2

Driver Confirms that he/she is on the way!



3

**Passenger Gets a Free Ride
Anywhere within the coverage area.**



About Us

Started in The Hamptons and South Florida in 2011.

Launched first California location (Santa Monica) in 2013. Have since expanded to San Diego and Venice with great success.

Team has local experienced staff that can be used during launch and large MB events. All drivers undergo driving and criminal background screening. All staff are employees and receive at least California minimum wage – currently \$10/ hr.

TFR Has strict advertising content guidelines and works with sponsors, partners and municipalities to ensure comfort with advertisement content.

Relationships with national brands can carry the service through vacancies.

TFR will offer all local Manhattan Beach businesses a preferred rate for sponsorship packages.

To ensure that residents and visitors understand and appreciate the service, the TFR team is always involved with community outreach leading up to and after the launch of the service.

Service carries A+ rated insurance and limits typically far exceed any City requirements. We adhere to all traffic rules and would look to work with the City to identify designated safe areas to stage, pick-up and drop-off guests.

Vehicles

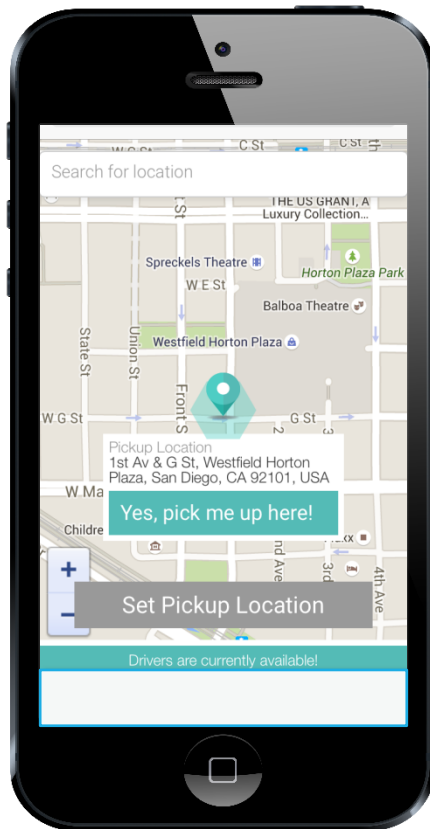


- ✿ GEM E6
- ✿ 100% Electric
- ✿ 6 Person Capacity

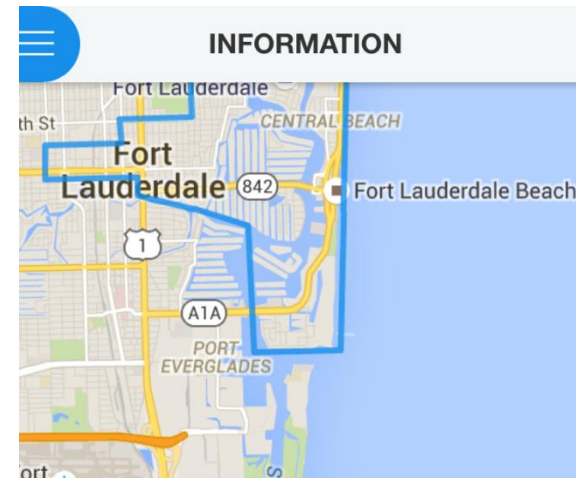
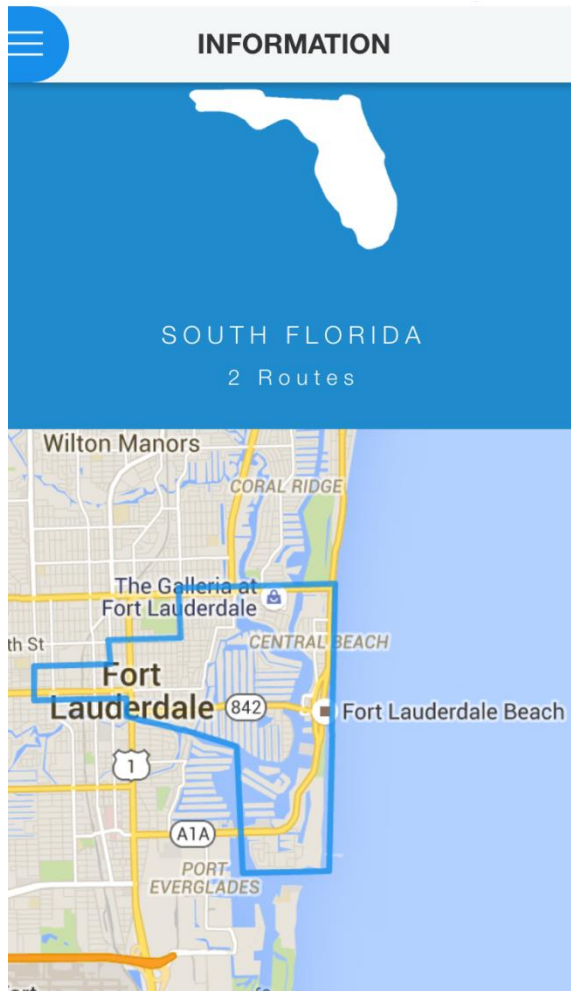


- ✿ Highly Flexible
- ✿ Eco-Friendly
- ✿ Customizable

Mobile App/Hybrid Approach



- 🌿 Mobile Ride Request App
- 🌿 Ride Request App is also available as a web-based service for people without smart phones.
- 🌿 Data is tracked for # of rides, locations, durations, # of riders, times of day, etc.
- 🌿 Key Spots or waiting areas allow passengers to find the cars without the App. This also helps market the service and reduce battery waste.
- 🌿 Professionally developed app was approved by App-Store in April 2016 and will be released with San Diego roll out in July.



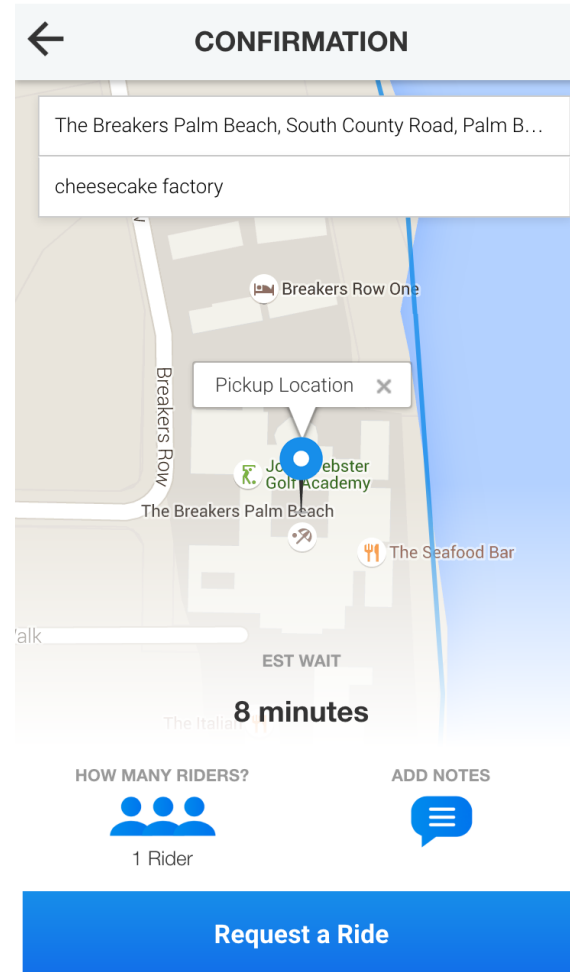
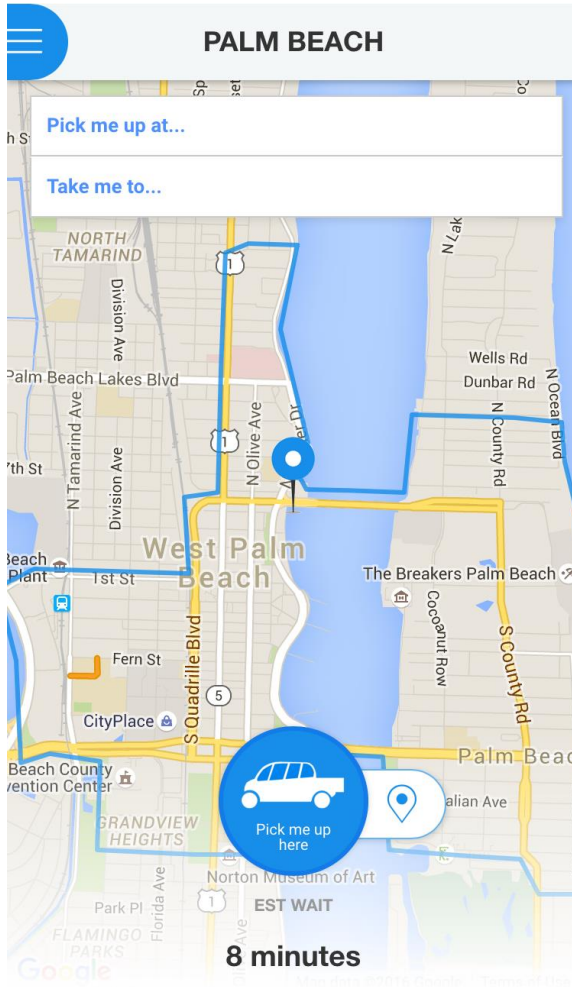
Fort Lauderdale

SERVICE AVAILABLE

11:30AM - 10:00PM

Hop on or wave us down at:

- Las Olas Blvd
- Ft. Lauderdale Beach (A1A)
- Beach Place
- Galleria Mall
- Many of the downtown hotels including the Hilton, W, The Atlantic, Westin, Marriott Harbor Beach, B Ocean, Ritz Carlton, Courtyard by Marriott and more.
- Downtown Ft. Lauderdale
- Victoria Park



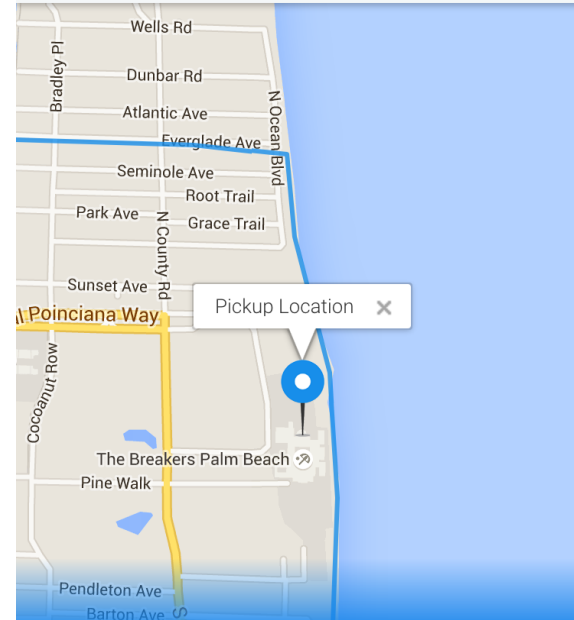
REQUESTING...



We will contact you when your ride is on the way.

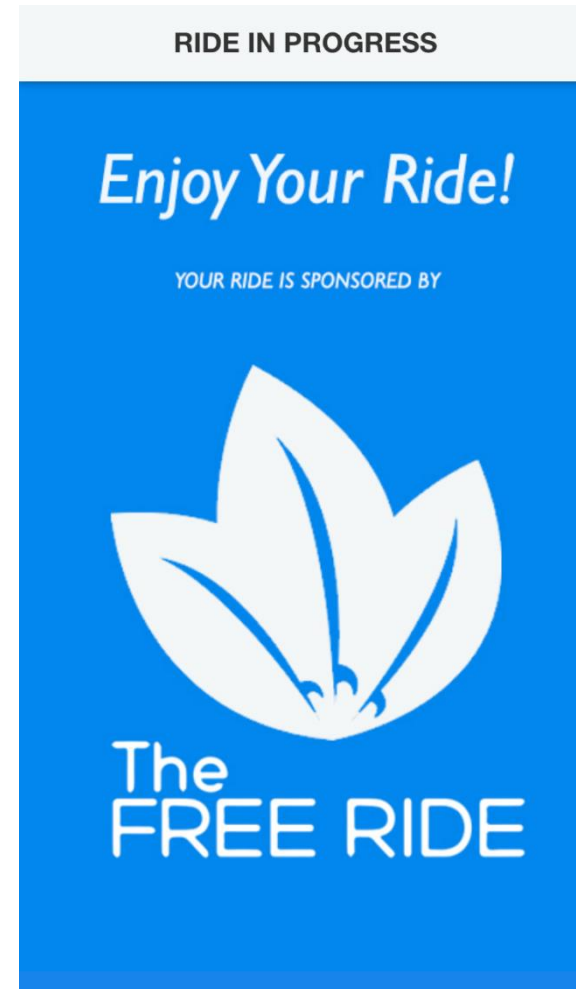
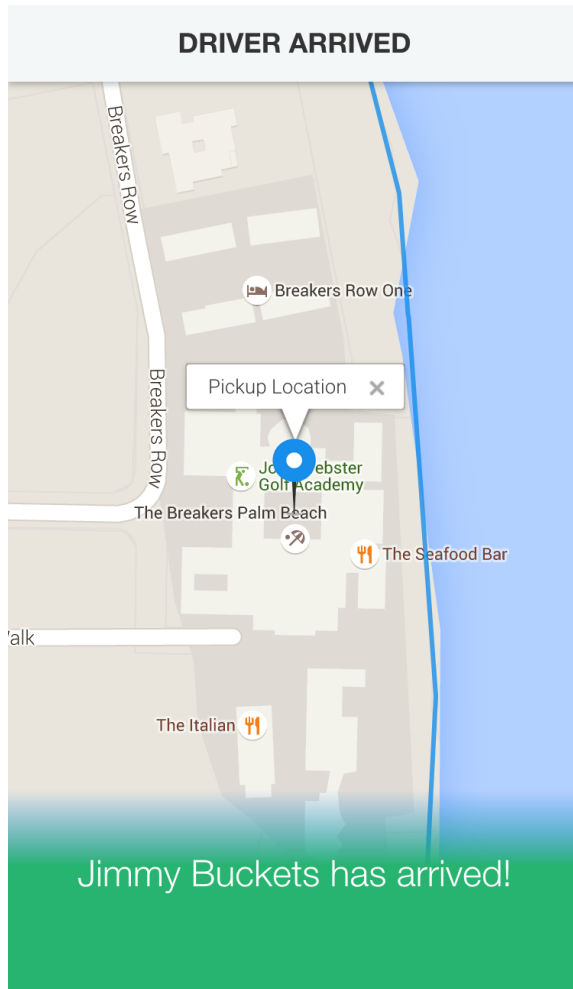
Cancel Pickup

DRIVER HAS ACCEPTED



Your ride is on its way! Jimmy Buckets says: Be there in **5 minutes!**

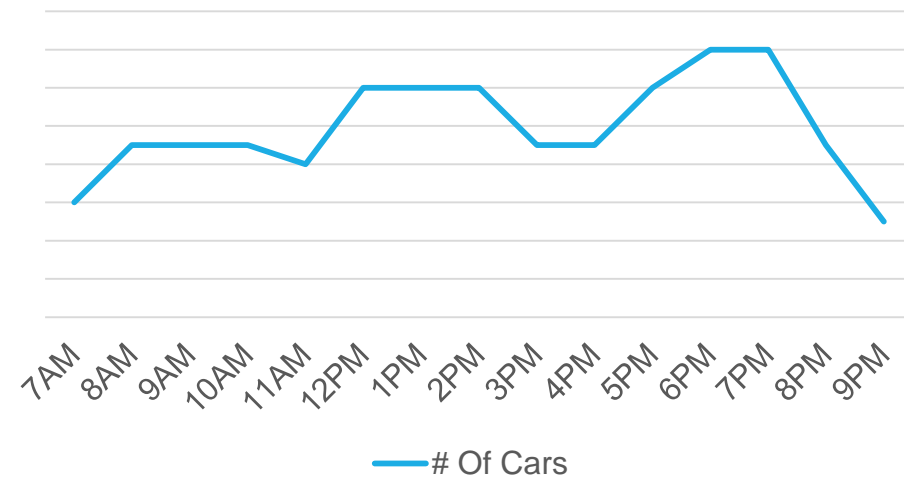
Cancel Pickup



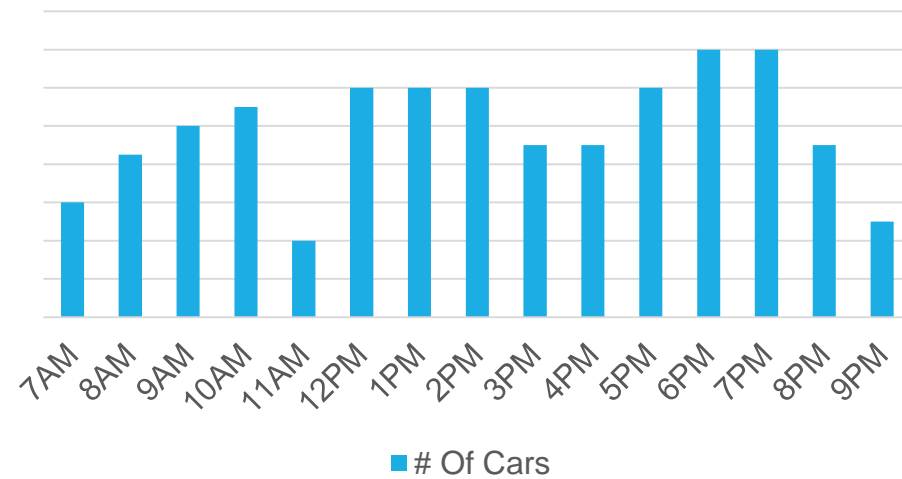
Fleet Flexibility

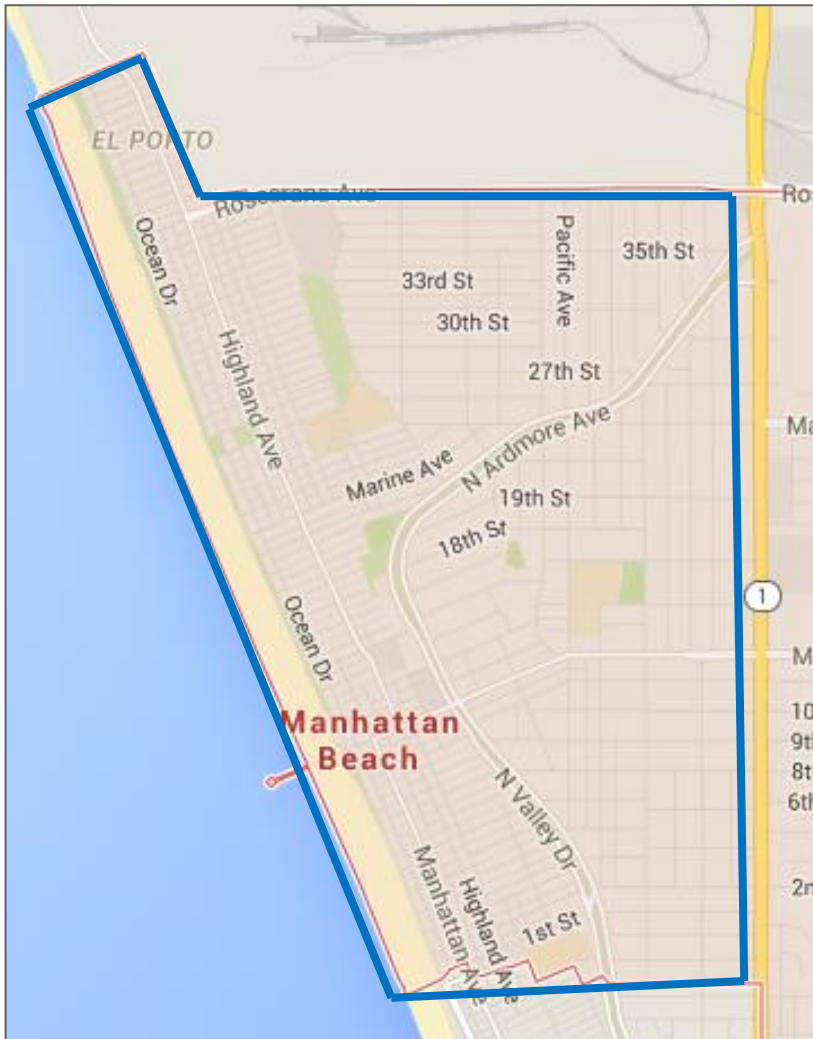
Adjusting # of Cars Based on Demand Maximizes Efficiency

Of Cars in Operation



Of Riders





Proposed Coverage Area

- 🌊 Designed for 4 - 6 car trial.
- 🌊 Point A to Point B On Demand short trip transportation.
- 🌊 NW - SE = 2.5 Miles
- 🌊 High Visibility
- 🌊 All Points West of Sepulveda Blvd.
- 🌊 Can be adjusted as needed.
- 🌊 Coverage area can potentially grow to include Hermosa Beach as demand and fleet expands.

Manhattan Beach Shuttles

4-6

Vehicles Deployed

1.5K+

Riders Per Week

≤8min

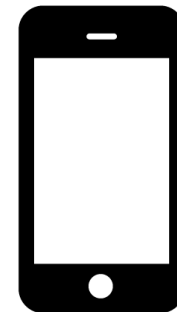
Wait Times

Revolutionary On-Demand Transportation

Hours of Service

7 Days: 11:30 AM - 9 PM*

**Can be adjusted to meet demand.*



Cars and Ad Space

Exterior advertisements generate revenue and promotes local events.



Model Year 2016



Model Year 2016 – ADA



Proposal - Costs, Revenues

TFR appreciates the opportunity to present our service to the City of Manhattan Beach. With storage and charging provided in the Metlock facility we can offer an annual interior sponsorship package for the City as well as area event shuttle service and exterior branding on up to 2 vehicles during advertising vacancies. As opening any new market brings many unknowns we look to build a long term partnership with the community. Our experience recruiting and training paired with securing high level sponsorships that will ensure we can cover all expenses and grow is a necessary foundation for success.

Projected Costs

- \$4,000/vehicle/month year 1
- \$16,000 -\$24,000/month for 4-6 car initial launch
- Costs Include 4-6 vehicles, labor, payroll expenses, management, insurance, storage, maintenance, equipment, licenses, taxes, app maintenance, etc.

Estimated Revenues

- \$4000-\$7000/vehicle/month (Year 1)
- \$16,000-\$42,000/month for 4-6 car initial launch
- Revenues include interior and exterior ad sales. These are consistent with historical sales. SMFR has received rates over \$8000/car/month in CA in the past.

Projected Net Profit

- \$0 -\$18,000/month (Year 1)