



New Survey Reveals Public Response to Ride-Hailing Apps

National Limousine Association Moves for Universal Industry Standards and Issues Suggested Bill of Rights and Duty of Care

New York, NY (March 10, 2015) — Survey data released today by **The National Limousine Association (limo.org)** shows overwhelming interest from consumers for stricter rules/regulations in the ride-hailing app industry. The survey conducted by Harris Poll on behalf of the NLA in February 2015 encompassing approximately 2,000 adults ages 18+, illustrates consumer concerns over the lack of background checks, insurance protocol and drug testing currently in place with ride-hailing app car services.

The NLA survey shows Americans' opinions of the ride-hailing app car service industry. The results indicate:

- **91%** of Americans feel there should be mandatory rules/regulations for ride-hailing app drivers.
- **89%** of Americans expressed the need for passenger rights and recourse for ride-hailing apps, which can include access to clean, well-maintained vehicles, certified drivers and ability to voice any complaints that arise before, during and after their ride experience.
- **91%** feel ride-hailing app drivers should have appropriate commercial license and liability insurance.
- **90%** say the driver's ride-hailing vehicle should have to pass a vehicle inspection.
- **83%** of Americans feel ride-hailing app drivers should have to undergo a criminal background check.
- **83%** feel ride-hailing app drivers should have to pass regular drug testing.

NLA, the non-profit organization responsible for and dedicated to representing the interests of the private driver transportation industry, launched Ride Responsibly™ (www.rideresponsibly.org) in early February 2015. The program is designed to help address growing public concern by providing a forum for all to voice their views on the ground transportation industry. The initiative will promote safety practices for prearranged car services and transportation network companies (TNCs), which include ride-hailing app car services, such as Lyft, Sidecar, Uber and Whisk. The Ride Responsibly™ campaign is an unprecedented effort to bridge an industry-wide gap between the rights of passengers and the responsibilities of service providers.

The NLA recognizes that few cities and municipalities have enacted legislation designed to create a safe and fair solution for this growing industry. To encourage awareness and ongoing improvements for passengers and drivers alike, RideResponsibly.org now features an online forum to *Share Your Story*. The blog is designed for both parties to have a voice in the ground transportation industry, including prearranged car services and ride-hailing apps. Users have the ability to share praise, criticisms and unique views on regulations for the entire industry.



"It is crucial for state and local governments to develop proactive legislation as our industry continues to change and the market expands," says Gary Buffo, President of the NLA. "Universal standards and best practices are currently absent from our industry. As the global voice of the private driver transportation industry, we feel it is our obligation to promote a safer and more accountable system for passengers and operators."

As legislative bodies continue to debate universal industry regulations at the state and local level, and given the feedback already received through the online surveys, the NLA suggests initial basic guidelines to be followed by both prearranged car services and transportation network companies (TNCs), which include ride-hailing app car services. To this effect, the NLA is issuing a Bill of Rights for Passengers (see Appendix A) and a Duty of Care for Drivers (see Appendix B).

"Through Ride Responsibly™ and *Share Your Story*, the information gathered will help to raise awareness and pave the way for accountability and ultimately, legislation," adds Mr. Buffo. "It is our objective that all ground transportation, including TNCs, perform under the same standards as private and pre-arranged ground transportation drivers."

Methodology:

The survey was conducted online within the United States by Harris Poll on behalf of NLA from February 11 to February 13, 2015 among 2,026 participants, adult ages 18-years and older. The online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact NLA@evins.com.

ABOUT THE NLA:

The National Limousine Association is a non-profit organization responsible for and dedicated to representing the interests of the private driver transportation industry at the global, national, state, and local level. It is the unified voice of this industry – linking transportation industry professionals from owners and operators to suppliers, manufacturers, regional and state limousine associations. With more than 2,000 NLA members, the Association is committed to exceeding expectations with regards to professionalism, transportation efficiency and safe riding.

For additional information on the NLA, please visit www.limo.org.

ABOUT RIDE RESPONSIBLY™:

The Ride Responsibly™ campaign is an unprecedented effort to bridge an industry-wide gap between the rights of passengers and the responsibilities of service providers. The campaign will establish best safety practices for prearranged car services and transportation network companies (TNCs), which include ride-hailing app car services, such as Lyft, Sidecar, Uber and Whisk. This initiative by the National Limousine Association is designed to help address growing public concern and provide a forum for all to voice their views on the ground transportation industry. The program will focus on educating both service providers and the public about regulations, legislation and best practices within the industry. The



goal is to empower and inform the public at large, and drivers and operators alike with the necessary tools to Ride Responsibly™.

For additional information on Ride Responsibly™, please visit www.rideresponsibly.org.

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