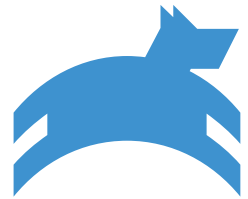


**UNDER EMBARGO UNTIL TUESDAY, MARCH 17, 2015 AT 10:00AM PDT**



## **MEDIA ADVISORY**

**Tuesday, March 17, 2015**

**WHAT:** Leap Redesigns the Daily Commute: Launches Rider-First Bus Service in San Francisco

**WHEN:** Service to the public begins Wednesday March 18, 2015; 7:00 am - 10:00 am and 5:00 pm to 8:00 pm, arriving every 10-15 minutes

**WHO:** Leap, a San Francisco based start-up bringing rider-friendly design and technology to mass transit

**WHERE:** [www.rideleap.com](http://www.rideleap.com)

### **DESCRIPTION:**

The daily commute has become a massive headache for all San Franciscans. During peak hours, it can be difficult to find a seat on public transit and private car services are expensive and increasingly unpredictable.

Leap set out to create something that takes the stress out of your commute; an affordable ride to work that feels more like a living room than it does a city bus. Start the day relaxed and productive instead of anxious and stressed out.

#### The experience

Open the app, look for the nearest bus and hop on. There's no need to hail a vehicle, reserve a seat, or worry about surge pricing. Real-time tracking allows you follow Leap's buses along the route and view the number of open seats on each bus. Just show up to the stop, scan your pass on-board and enjoy the ride.

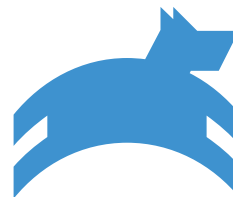
Feel like a Blue Bottle New Orleans iced coffee or a Happy Moose fresh pressed juice to start your day? Order from the app and a friendly Leap team member will bring it directly to your seat.

Trips will be initially priced at \$6 each, with ride packs and commuter benefit discounts available.

#### The bus

The entire bus has been redesigned to create a comfortable space for commuters to enjoy every day. Choose from three unique seating areas, including a social perimeter seating for chatting with your neighbors; spacious front facing seats for reading a book or catching up on a podcast; or a laptop bar for powering through emails before getting to the office.

There's free Wifi, USB ports for staying charged, and drinks and snacks for purchase from some of San Francisco's finest brands. A friendly, on-board Leap team member will help make sure that each trip is comfortable, safe and enjoyable.



## Routing

Leap is starting with a fixed route between the Marina and Financial districts during peak commute hours, when it's most challenging to find a seat on MUNI, nearly impossible to hail a cab and even harder to escape surge pricing .

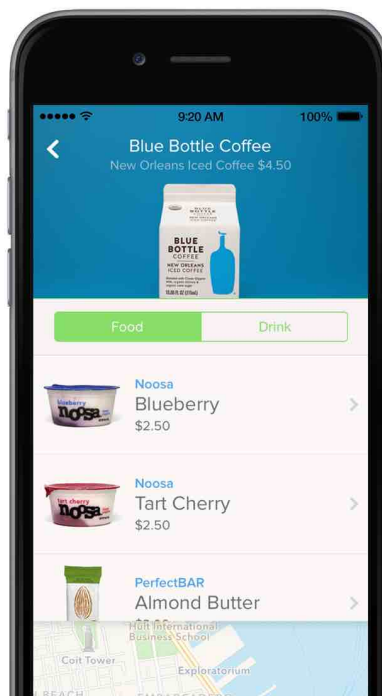
Buses will arrive every 10-15 minutes, with four pickups along Lombard Street and four dropoffs downtown (morning, reverse for evening commute.) There's no timetable, which allows Leap to move commuters around the city as quickly as possible. Using Leap's iOS and web apps, it's easy to see the route, track each bus in real-time and view how many seats are currently available.

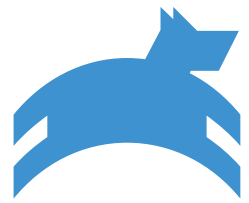
## Investors

Andreessen Horowitz, Index Ventures, Slow Ventures, Draper Associates, SV Angel, Marc Benioff, Scott Banister, Naval Ravikant

**For more information, to request an interview with Leap leadership, or for a media tour of the bus please contact Ross Gillfillan, 415-599-4403, [ross@torchcommunications.com](mailto:ross@torchcommunications.com)**

Purchase healthy and  
delicious food and drink





Track your bus and see  
how many seats are left

