



## Free Ride

West Chester, PA is among the latest communities to trial a free, golf car-led local transportation service

→ **WEST CHESTER FREE RIDE**, an eco-friendly free transportation service and mobile advertising platform, has launched in West Chester, PA.

From Greater West Chester Chamber of Commerce president and CEO, Mark Yoder, to West Chester mayor, Dianne Herrin, numerous local businesses have expressed their excitement in anticipation of the new, 100% electric golf car ride service coming to West Chester – fully expecting it to become the “hottest free ride” in the borough.

Operating initially on weekend evenings and expanding to daily service based on rider demand, West Chester Free Ride Mobile ([www.wcfreeride.com/mobile.html](http://www.wcfreeride.com/mobile.html)) enables riders to reserve a free ride online, call/text on demand, leave reviews and check out sponsor

offers all from their smartphone with no app download required. Riders booking reservations receive a confirmation of their pickup via text message, with links to promotional offers at nearby businesses. They are greeted with “Black Car Service” treatment upon arrival, including opening of doors, distribution of sponsor giveaways, premium sound system and lighting – all through their eco-friendly, 100% electric vehicles. Shuttles also include ad kiosks that display advertisements provided by local sponsors within the community.

Free Ride is currently looking for monthly, semester, and seasonal sponsors within the community that want to advertise through the new West Chester Free Ride, and they are recruiting licensed drivers to join the team. ■

## Daring Damon Drives 'Em Wild

If you missed Matt Damon creating golf car havoc on the *Ellen DeGeneres Show*, you'll want to check it out online.

→ **WEARING** an inflatable sumo suit and some good humor, Matt Damon drove a golf car in a way that you might not want a customer to.

It's OK though; it happened on the *Ellen DeGeneres Show* when the actor was promoting his recent car-centric film *Ford v Ferrari*, where Damon portrays auto racing legend Carroll Shelby.

Damon's challenge was to drive through the course and collect all its blue flags in one minute. The prize was \$50,000 donated to Damon's charity of choice, water.org. To up the difficulty, DeGeneres made him wear the sumo suit. The host laughed throughout – but in the end, Damon proved a skilled if somewhat ridiculous-looking golf car driver and won the challenge.