

Ride-sharing app Lyft expands to new markets

April 24 2014

Lyft, the on-demand ride-sharing app best known by the fuzzy pink moustaches on its cars, is launching its service in 24 new U.S. markets.

The expansion nearly doubles the [startup](#)'s U.S. markets and includes smaller cities such as Fresno, Calif.; Lincoln, Neb.; and Corpus Christi, Texas. The move comes as rival Uber is expanding internationally, with a launch in Beijing earlier this week.

San Francisco-based Lyft says it is now available in 60 U.S. cities, up from just one—San Francisco—at the beginning of 2013. Uber, meanwhile, is available in 100 cities worldwide.

Ride-sharing apps are growing in popularity as people look beyond cabs and car rentals to get around. But they're also facing regulatory scrutiny and opposition from traditional taxi services.

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Citation: Ride-sharing app Lyft expands to new markets (2014, April 24) retrieved 27 April 2024 from <https://phys.org/news/2014-04-ride-sharing-app-lyft.html>

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