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### **Lyfting Each Other Up: Lyft's Women+ Connect**

SAN FRANCISCO - 02/19/25- Lyft introduces Women+ Connect to match women and nonbinary drivers with women and nonbinary riders. Currently, Lyft is testing this feature in select cities, such as Chicago, Phoenix, San Diego, San Francisco, and San Jose. This feature allows Lyft drivers and riders to opt in to a preference that prioritizes pairing with other women and nonbinary users.

This feature creates opportunities by giving women and nonbinary people more of a choice in how they can earn income and decreasing barriers for drivers. It has also made Lyft as a whole better, because by making Lyft safer and more pleasant for a diverse audience, it has been made better for everyone. Women+ Connect brings women and nonbinary people together, empowering them to work together outside of Lyft.

Both drivers and riders highly requested this service. Women and nonbinary people wanted more control over their ride experiences, so Lyft delivered Women+ Connect. Early testers of this feature say it makes them feel more confident and comfortable.

“Women+ Connect is all about providing more women and nonbinary people the opportunity to earn money on their terms and giving riders more choice,” said Lyft CEO David Risher. Together with their partners, the Human Rights Campaign, It’s on Us, the National Association of Women Law Enforcement Executives, and the National Sheriffs’ Association, Lyft has created a more inclusive platform that gives women and nonbinary people the means to succeed as both drivers and riders.

#### About Lyft:

Lyft is a rideshare app created in 2012 to improve people's lives with the world's best transportation. Lyft currently has 24.4 million active riders and about 2 million active drivers. With over 2 million rides per day, Lyft is dedicated to pairing riders and drivers together to facilitate comfortable, sustainable, and efficient transportation.

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