



Dear, Jeffery Kuklinski, or current resident,

Do you find the prices at Uber & Lyft to be too expensive? Are you tired of public transportation? Our founder Michael J. O'Malley is too. He was sitting in stand-still traffic one day wondering why everyone, including himself, is opting out of public transportation. He came up with these reasons: comfort, safety, and luxury. FreeRide & Company (FRC) was founded with the goal of establishing an alternative to public transportation. I am inviting you to save thousands of dollars every year and become a member of our groundbreaking driverless transportation service.

Partnering with General Motors, we have a fleet of vehicles waiting to pick you up. Each vehicle is equipped with our revolutionary driverless technology. This technology has been rigorously tested and approved by the US Department of Transportation (USDOT); it has been shown to prevent 98% of traffic accidents. This safe, driverless technology, addresses two of the needs we aim to address. Safety, not only guaranteed by the USDOT, but also safety (and comfort) in the reassurance that you will be the only one in the vehicle. To further address comfort our vehicles come equipped with heated leather seats, cup holders, recliners, and numerous other features to ensure your ride with us is as comfortable as possible. The third fault



of public transportation, the lack of luxury, will be addressed within the FRC Luxury package; however, all of our packages are substantially higher in quality than public transport.

Our service is fairly simple. We have an app called Free Ride, riders will log onto the app and request a vehicle to pick them up. How fast your ride will be able to get to you varies on your distance to one of our hubs throughout the metropolitan area. We have a hub in every city of Minnesota with a population with at least 50,000 inhabitants. On average the wait time will be under 10 minutes. Select one of the packages below to get started

The FRC Pay/Mile Package:

This package costs a monthly fee of \$25.00. In addition to the monthly payment, riders will be charged ¢10 for every mile the vehicle takes them. With this package riders will be able to order all but our luxury vehicles.

The FRC Standard Package:

This package costs a monthly fee of \$200. Riders will be allotted 65 trips per month. These trips must be fewer than 75 miles. With this package riders will be able to order all but our luxury vehicles.



The FRC Luxury Package:

This package costs a monthly fee of \$650. Riders will have unlimited trips per month. These trips must be fewer than 100 miles. With this package riders will be able to order all of our vehicles.

These packages bring safety, comfort, and transportation to our riders, but FRC may also remedy the issue that sparked founder Michael J. O'Malley inspiration for FRC—crowded highways.

Although this service does not reduce the number of cars on the highway, it may have some effect on traffic. One of the best features of FRC's driverless technology is the ability to sync up with other driverless cars. This allows our vehicles to merge more efficiently, reduce the number of accidents, and get real-time traffic updates to avoid traffic jams outright. This technology only gets better as the number of riders it supports increases, so don't wait sign up now!

To enroll in our program, please fill out the enclosed form and mail it back with the provided postage.

See you on the road,

Braeden Haesemeyer

Marketing Project Manager