

RESPONDENT SPEEDISHUTTLE’S RESPONSES TO DATA REQUESTS

DATE PREPARED: November 4, 2016	WITNESS: Jack Roemer
DOCKET: TC-143691, TC-160516	RESPONDER: Jack Roemer
REQUESTER: Shuttle Express, Inc.	TELEPHONE: (206) 233-2895

**Data Request No. 17:**

*Describe efforts to attract or target tech-savvy or non-English speaking passengers in the market and provide any documents that reflect, show, or relate to such efforts.*

**RESPONSE to DR 17:**

See previous Response to Data Request No. 2. In addition to the free WiFi capability we have provided since the start of our regulated operations in our luxury vehicles and our multilingual websites, we have released an iPhone iOS app and have begun promoting it in our communication with our partners. It is available at <https://itunes.apple.com/us/app/speedishuttle-seattle/id1126837775>.

We have also developed and released “Where’s My Vehicle,” providing guests with real-time information on their vehicle and driver automatically. The service is free to the guest and is provided automatically if we have either a valid U.S. cell phone number or a valid email address. If we have a U.S. mobile phone number for the guest, they will receive an SMS (text) text message twenty minutes prior to their scheduled departure pickup. If we do not have a valid telephone number but have an email address, the guest will receive an email. Either includes a customized web link as shown below. Clicking on the web link will open a map that tracks the vehicle’s progress and displays the driver’s name and vehicle description.

