



Innovation > Mobility & Transport > Ride-sharing app targets summer music festivals

## RIDE-SHARING APP TARGETS SUMMER MUSIC FESTIVALS

 MOBILITY & TRANSPORT

**Launched earlier this month, the new goCarShare iPhone app aims to help festival-goers link up and share transportation while on the go.**

Ride-sharing initiatives have been featured regularly on our virtual pages in recent years, but it wasn't until just recently that we came across an effort targeting summer music festival attendees in particular. Sure enough, UK-based [goCarShare](#) recently released a dedicated mobile app designed to facilitate ride sharing among summer revelers. Launched earlier this month, the new goCarShare iPhone app aims to help festival-goers link up and share transportation while on the go. Toward that end, the free app — now available on [iTunes](#) — maps the user's current location and provides a list of other users at the same festival who might want to share a ride. At least one festival has reportedly introduced a GBP 2.50 tax on drivers arriving with unoccupied seats in their car, according to [TechCrunch Europe](#), while others have linked goCarShare's app with their own mobile apps or offered festival-goers VIP upgrades for sharing a ride. There's nothing like a set itinerary to make ride-sharing easy, and that's just what summer music festivals offer. What other planned events could make ride-sharing a central, generously rewarded feature? Spotted by: Katherine Noyes

11th August 2011

Email: [hello@gocarshare.com](mailto:hello@gocarshare.com)

Website: [www.gocarshare.com](http://www.gocarshare.com)