



Ridesharing app Lyft teams up with Shell, Hertz

App-based transport service Lyft has partnered with Shell gas stations and car rental company Hertz to offer more perks to its drivers, according to cnet.com.

Lyft, which pairs passengers with drivers via a smartphone application, has been developing incentive programs to attract more drivers from rival Uber. Lyft currently operates in 150 cities in the United States, which is not as extensive as Uber's presence in 60 countries.

One of the incentives is a fuel discount for Lyft drivers at Shell gas stations—the more they spend on gas at Shell, the bigger the discount they will receive.

The rewards program will be initially available in San Francisco, Chicago, and Boston and early next year at 12,500 Shell stations across the US.

Lyft's partnership with Hertz, on the other hand, promises to create jobs as this will allow people who don't have cars or whose cars don't meet Lyft standards to become drivers for the service.

Hertz will give discounts to Lyft drivers on daily, weekly, and monthly car rentals.

Uber has similar incentives including a discount fuel card and a car rental program with Flexdrive.