



USA: Lyft and GetUpside partner up for cashback at pump promotions

Drivers registered in the app can now earn up to 32¢/gal cashback on fuel at over 25,000 stations across the country.

Lyft and GetUpside have announced a new partnership so that drivers registered in the platform can take advantage of the GetUpside fuel promotions at 25,000 stations nationwide directly through the app. The promotions are currently available to U.S. drivers on Lyft using iOS where Lyft Rewards are available, and will continue rolling out to U.S. drivers on Lyft in the coming weeks.

Drivers on Lyft can now open the driver app to see participating stations with cashback offers near them, navigate to the station of their choice, and receive cash back offers right in the app.

GetUpside's personalized promotions range up to 25¢/gal cash back for all drivers, with higher cash back earnings available for Lyft's Platinum and Gold drivers.

"With gas prices as high as they are, every dollar counts. That's why we are so excited to be partnering with GetUpside to help drivers save on gas. This program makes it easy for drivers to know where to get the best cashback savings on gas, meaning more of the money they earn with Lyft can stay in their pockets," said Zach Greenberger, Head of Strategic Business Development & Global Supply Management at Lyft.

While Lyft drivers get cash back, participating businesses benefit from additional, proven profit. The technical aspect of this partnership is powered by the GetUpside Partner Platform, which allows partners to provide GetUpside's personalized promotions to their own users in their own app environment.

"At GetUpside we're driven to do all we can to help people and businesses do better, especially in today's economic climate. This partnership with Lyft helps drivers do more with their dollars, and also helps generate more profit for the thousands of local businesses we work with. We're thrilled to be working with Lyft," added said Alex Kinnier, Co-founder and CEO of GetUpside.