

Total Transit

Solutions That Move You

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Total Transit Introduces “Surge Protection Guarantee”

Pricing will hold steady, not spike, during times of high demand this winter and spring

PHOENIX (Jan. 12, 2015)—Just in time for a busy winter and spring in Arizona—from the “Big Game” and Spring Training to Barrett Jackson and the Waste Management Open—Total Transit introduces its “Surge Protection Guarantee,” giving locals and visitors the next several months peace of mind when traveling about town to games, festivities and concerts.

Last October, [Total Transit](#), parent company of Discount Cab, introduced Arizona’s first and only properly-insured legal RideShare service accessible through the Total Transit App.

The app includes options, like RideShare, that are up to 35 percent cheaper than a cab. In addition, black car (sedan) and SUV pricing through Total Transit is cheaper than the competition.

“We know how frustrating it can be for people who get a ride home from a night on the town, only to find out later that they were charged two to 10 times more than they expected,” said Mike Pinckard, president of Total Transit. “We’re going to have a very busy spring with sporting events, concerts and parties all over town—and all eyes are going to be on Arizona. We want to make sure everyone gets to where they need to go, and at the same time have peace of mind knowing that the prices we offer today will be the same as what we have on Super Sunday, at every Spring Training game, during the Pro Bowl, and so on.”

Pinckard added that the company’s model currently allows its pricing to stay consistent without the need to surge. “There may be a point down the road where we need some kind of supply-demand regulator, but we’re not there now and there are many options available to effectively align supply and demand without price gouging.”

Available only through the Total Transit app, all RideShare vehicles are properly licensed, fully commercially insured and legal, with experienced drivers who have passed verified background checks, as well as drug and alcohol screenings.

Users of the Total Transit App are able to choose from a variety of vehicle options in addition to RideShare: [Discount Cab](#), black car and SUV; vans and wheelchair-accessible vans will be available in the coming weeks as well.

Features of the app include real-time location of available vehicles, a list of vehicle categories and prices, as well as response times for each category. Passengers can enter a destination for a fare estimate prior to pick-up.

Passengers can also see vehicle movement as they wait for the driver, along with the driver's photo, name and vehicle description. They also have the ability to call their driver in a completely secure manner that keeps both the customer and driver phone numbers protected.

Customers can store one or more credit cards in the system and choose a card for payment at the time of booking. When the ride is over, payment is automatic. For fares with passenger-determined tip, the customer has up to an hour to change the amount of the tip from the default amount.

The app is available for free download in the iTunes Store and Google Play.

About Total Transit

Total Transit, Inc., a privately owned Arizona based corporation, was founded in 1984, and offers comprehensive transportation management, private and public transportation services. Headquartered in the Phoenix suburb of Glendale, Arizona, Total Transit has grown into one of the premier transportation companies in the country, with operations throughout Arizona and in several other states. For the last 30 years, Total Transit has delivered outstanding service levels and has developed innovative and unique transportation solutions, such as mobility/wheelchair-accommodating and eco-friendly transportation for its clientele.

Total Transit is also locally known in Arizona as the parent company of Discount Cab, one of the largest cab companies in the United States, operating a fleet of more than 1,100 cabs, including the largest fleet of hybrid Toyota Prius cabs in North America. In fact, more than 85% of the Discount Cab fleet is made up of these highly fuel-efficient hybrids.

For more information on Total Transit, visit www.TotalTransit.com.