Tinder Newsroom

Tinder and Lyft Announce Partnership Including New Features for Post-Lockdown Daters

Lyft To Offer Tinder Members More Than A Five-star Rating To Brag About



UPDATES:

- Starting today (October 7, 2021), US Tinder members will be able to access Lyft right from the app. To gift your match a ride to your date, head to Explore on Tinder and look for Lyft. You'll see an option to "Create a Ride Credit" where you can input your date details and receive a link to share with your date.

LOS ANGELES/SAN FRANCISCO - March 22, 2021 - Tinder and Lyft announce a first-of-its kind partnership focused on helping their shared customers ease into making new connections IRL again. The flagship product feature, available as a result of the partnership, will allow Tinder members to gift their dates a Lyft ride directly through the Tinder app.
The two brands are coming together at the perfect time. Tinder saw mentions of "go on a date" hit an all time high in bios during February 2021 and earlier this month, Lyft's weekly ridership volume reached a record level since March 2020. Post-lockdown daters using the Lyft app will be able to take advantage of seamlessly integrated features, which include the thoughtful gesture of sending a Lyft for your date.

"Like any relationship, it's about the right place at the right time and there really is no better moment for our brands to work together," said David Wyler, SVP of Business Development and Partnerships at Tinder. "We're excited to partner with Lyft and work on innovative solutions for our members who are looking forward to getting back out there. Swipe activity hit 3.4 billion on January 3rd, which was one of the busiest days of the entire pandemic.*"

"Although the world has been changed forever, people are yearning for human connection, cities to reopen, and the moment when we can all socialize again," said Julia Parsons, Head of Partnership Marketing at Lyft. "We value Tinder's inclusive policies and diverse community. We're excited to partner with a company that, like Lyft, believes in elevating experiences and bringing people together."
Features are slated to roll out in the coming months, and exclusive perks may also be available. Tinder members who use the Lyft app will have access to Lyft's innovative in-ride safety features, including the ability to share their location with family and friends and silently request assistance through Emergency Help, supported by ADT.

About Tinder
Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 430 million times and led to more than 60 billion matches.

About Lyft
Lyft was founded in 2012 and is one of the largest transportation networks in the United States and Canada. As the world shifts away from car

ownership to transportation-as-a-service, Lyft is at the forefront of this massive societal change. Our transportation network brings together rideshare, bikes, scooters, car rentals and transit all in one app. We are singularly driven by our mission: to improve people's lives with the world's best transportation.

*Swipe, Tinder, and the flame logo are registered trademarks of Match Group, LLC.

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