Ridesharing Service Name: 
Liftshare (CarBUDi)

Website: 
Liftshare.org/world

Contact Information: 
liftshare.com ltd 
Butterfly Hall, Attleborough 
Norfolk, England. NR17 1AB 
Phone: +44 (0)8700 780225 
Fax: +44 (0)1953 452711 
E-mail: info@liftshare.com

Geographic Area: 
Mainly in UK, now expanding to worldwide

Technology Used: 
Blind e-mail to contact other users 
Maps Powered by Google

Static vs. Dynamic Matching: 
Static – matchlist given when you enter your information (table and map form)

Size of Organization: 
15 people 
3 Client Account Managers 
2 Web Developers 
2 Commercial Managers 
1 Communications and PR Manager 
1 Sales Administrator 
1 Creative Manager 
1 Operations Director 
1 Office Supply Manager 
1 IT Manager 
1 Managing Director 
1 Researcher

Ridership: 
32% of registered journeys result in matches 
71,610,235 trips registered for the next 12 months

Revenue Model: 
Clients pay a one-time sum plus a license fee to receive a private and personalized system for their employees or customers
**Employer Connection:**
- Employees of employers registered with private system can perform private group searches
- Lifesharesolutions.com
- “Private Group” or “Branded Website”
- Visit [https://www.liftshare.com/business/clients.asp](https://www.liftshare.com/business/clients.asp) for case studies of some participating employers and organizations

**Additional Information:**
- Also WalkBUDi, BikeBUDi, TaxiBUDi
- Users can enter waypoints on their trip to further specify their route and matches can be made based on these waypoints.
- Splitting of trip costs are decided between the driver and passenger(s) although it cautions that drivers should not make a profit as this would be against some insurance and tax policies.
- Runs 85% of the UK carpooling market