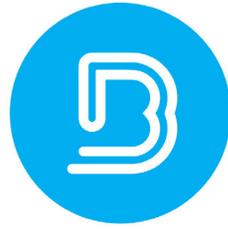


Boost

by Mercedes-Benz



Boost by Mercedes-Benz is a new youth transportation service being offered in Palo Alto. The service is designed to be a safe, efficient and fun way for kids to get where they need to go!

Mercedes-Benz* brings Boost to life via a friendly transportation system for youth, utilizing Mercedes-Benz luxury Sprinter vans.



Meet Boost. By Benz.

Serving the Palo Alto Community

Zip Codes:

94301 ● 94302 ● 94303
94304 ● 94305 ● 94306

Mercedes-Benz* is committed to enriching children's lives by increasing their availability to get to after-school and extra-curricular activities. Boost takes kids further by transporting them to an array of activities within the greater Palo Alto Area. Research shows kids who attended after-school programs improve their personal and social skills.

- According to a study published in *Developmental Psychology*, children who attended after-school programs spent more time on academic and extracurricular activities, whereas children in informal care settings spent more time watching TV and hanging out.¹
- An After-School All-Stars report found that students in California that participated in after-school activities improved their standardized test scores (SAT-9) in both reading and math by percentages almost twice that of other students and also had better school attendance.²

*Mercedes-Benz Research & Development North America, Inc.

1. Posner and Lowe, 2008

2. University of California Irvine 2001

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Benefits

● **New transportation service:**

Many area school bus systems have been cut or eliminated; Boost offers an alternative for the active student, meeting the needs of their busy schedules.

● **Carpooling benefits:**

Boost by Mercedes-Benz will limit vehicle trips in the greater Palo Alto area by transporting up to eight children in an eco-friendly vehicle throughout the day. If fully booked, Boost could remove as many as 40 vehicle trips from Palo Alto's roads per van.

● **Reliable transportation:**

Parents can save an average of three hours per day knowing their child is safe and able to attend their favorite activities. By providing reliable transportation, Boost aims to make parents' lives easier and to enable childrens' lives.

Nuts & Bolts

Pilot Period

- Fifty to 100 families will participate in the Alpha period, beginning April 29.
- Boost anticipates being fully operational in time for the new school year in August 2013. Upon the broader launch in August, the first 200 families to sign up will get a free ride credit. Ride credits are valid for a one-way ride.

Logistics

- When fully operational in August - November 2013, Boost will feature three award-winning, eco-friendly Mercedes-Benz Sprinter vans and on-board white-glove service from certified drivers and trained concierges to give youngsters a safe and fun experience.
- The service is supported by an easy-to-use online booking tool, as well as an iPhone mobile app for real-time updates and notifications for parents.

User Friendly

- To use the service, parents will go to the Boost website and create a profile.
- Parents can then schedule a ride (72 hours in advance) by selecting the pick-up and drop-off location and requested time windows.
- Parents will receive a confirmation 24 hours in advance regarding locations and a refined ETA of the pick-up and drop-off.
- The Boost application (app) and online homepage allows parents to monitor the whereabouts of their child at any time, showing where the child/vehicle is within the ride.
 - When the child is picked up and dropped off, parents are notified via SMS or the Boost app to track their child in-transit and receive notes from Boost staff.
 - The vans will have both a driver and a concierge. The concierge's job will be to greet the children, check them in and out of the service and ensure their safety at all times.

More info?

www.boostbybenz.com

Contact info?

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