

Hi XX,

Hope all is well. We thought you might be interested in an innovated transportation story idea.

Turo, a company we are working with, is a peer-to-peer carsharing service which enables individuals to make their privately-owned vehicles available to others for short periods of time, at a fee set by the host. Simply put, Turo is Airbnb for cars and has had a growing presence already in cities like Chicago.

Turo can provide Wisconsin natives with an extra source of income by sharing a car, a form of transportation for short trips and a way for students to get to and from home during a college break.

This innovative approach to transportation is something we believe will have growth in Wisconsin as the idea of market sharing has been increasing in popularity among consumers.

We'd be happy to schedule an interview with a current Turo user to speak about its impact. Let me know if you're interested and I can help organize a time.

Best,

Xxx