Lyft launches ‘Lyft Silver’ for older riders, with simpler app and more accessible vehicles



Lyft said it plans to a new senior citizen-focused product called “Lyft Silver” that includes more accessible vehicles and customer service support staffed with actual human employees.

Noting that older riders comprise just 5.4 percent of its total customer base, Lyft says it hopes to make its app-based ridehailing more accessible to seniors — and hopefully grow the percentage of older riders who use their service.

“Our goal wasn’t just to build a service, but to remove everything that makes getting around a challenge,” Audrey Liu, Lyft’s head of Rider and Community Safety, said in a blog post. “Lyft Silver is about empowering people like my own family to stay connected with their communities, to get out

and about with ease and confidence.”

Lyft Silver launches in select cities and states on May 5th, including Miami, Tampa Bay, New Jersey, Phoenix, San Francisco, Los Angeles, Atlanta, Washington, DC, and Boston. Customers interested in trying it are instructed to open the Lyft app, tap “You” in the bottom right corner to access the main menu, and select “Lyft Silver” to turn it on.

Lyft Silver users in need of assistance will have access to US-based customer support 8AM-9PM ET, the company says. A redesigned version of the app, with larger font and more simplified navigation, will also be a feature of the new service. Older riders will receive priority matching with vehicles that are easier to get in and out of. They will be able to share their location with family, friends, and caregivers if they so choose. And there’s an easier way for users to accept Lyft Cash gifts to finance their trips.

https://www.theverge.com/lyft/659621/lyft-silver-older-riders-seniors-app-vehicles