

PRESS RELEASE

Woodcliff Lake and Montvale Residents' Commute Set for Dramatic Improvement App-based bus service, Hip, announces launch in Woodcliff Lake and Montvale

Woodcliff Lake, NJ, Jan. 16, 2020 - Hip, the popular app-based bus service, has announced its launch in two new towns, Woodcliff Lake and Montvale, to improve the NJ/NYC commute of residents.

After expressing the need to address and improve commuter concerns, Mayor Rendo of Woodcliff Lake and Mayor Ghassali of Montvale met with the principals of fast-growing Hip, in order to launch the service. The towns join other Hip-serviced locations in Demarest, Cresskill, Tenafly, Englewood and Teaneck.

Hip improves the daily commute that thousands of people endure daily. Commuters can easily book their ride from the Hip app, track their bus in real-time, enjoy reserved seating, and save time with Hip's algorithmically optimized routes. Hip's premium buses ensure constant comfort for Hip riders.

"Mayor Carlos Rendo and myself are happy to introduce a revolutionary service like this to our residents. We are confident Hip will be the solution they have been searching for and hope to reduce the stress involved in daily commuting", says Montvale mayor, Mike Ghassali.

First rides will commence on Wednesday, January 22nd with the following stops:

7:40am near the Apostolic Church at WCL

8:00am at the Montvale Park & Ride

Final stop: 39th & 9th NYC

The service is rolling out with a free introductory ride promotion for new riders.

About Hip

Hip was founded on one basic principle: to take an outdated and unreliable system and make it work for the people. Led by veterans in the transportation and AutoTech industries, Hip's tech-first approach to commuting helps make people's commutes enjoyable and relaxing – at last. Visit www.ridehip.com for more information.

