

Rideshare: car pooling sweeps the nation

National Liftshare Day looks set to get everyone sharing a car ride, whether it is to work, to school or simply just to get from A to B – and Gumtree.com can help. The site's rideshare category connects those looking to share a ride in their local area, so finding an alternative route to wherever your headed needn't be a struggle.

Gumtree.com, London's largest online community has a ridesharing section on the site that has seen a 845% increase in rideshare postings to the site since January 2007 alone. In addition, the introduction of the congestion charge – as well as its recent extension – has fuelled popularity of the rideshare category further still.

Commenting on the rideshare, Sophy Silver from Gumtree.com said: "If you have space in your car, or are looking for a lift, then Gumtree is the place to get connected. Even if you factor in a petrol allowance, sharing a car ride tends to be cheaper than taking public transport and you're still doing your bit for the environment. Rideshare is easy, quick and convenient so whether it's for National Liftshare Day or beyond, check out Gumtree.com to find out who's going your way."

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For more information or case studies please contact the Gumtree press office at Lexis Public Relations on 020 7908 6589 or email gumtree@lexispr.com

About Gumtree.com

- Gumtree.com was created in London in March 2000 and now covers 70 cities across 7 countries - the UK, Ireland, Poland, Australia, New Zealand and South Africa and Asia!
- It is the UK's biggest website for local community classifieds

including flat share, flat rentals and jobs

- Some Fast Facts
 - Gumtree UK now has more than 140,000 live job ads
 - 1 million live ads at any one time!
 - 20,000 new ads in a day
 - 100,000 new ads in a week
 - Half a million new ads in a month
 - 150 million page impressions every month
 - Around 3 million visitors a month
 - Gumtree.com users spend 5,360,000 minutes on the website each month
 - 100,000 jobs live at any one time, making Gumtree the UK's largest jobs site
 - 10 millions ads on Gumtree since it launched!
- Gumtree is your local community online. Home to all the things you'd expect from your local community; a place to find and advertise rooms, flats and houses, a notice board for selling and buying stuff, somewhere to find job or a date even just to chat with friends