PRIME TIME RIDESHARE Launches as One of Three Authorized Rideshare Apps at LAX

Southern California rollout combines a driver network, ASAP and Scheduled rides, no surge pricing on Scheduled trips, and U.S. and Canada ride coverage



Illustrative image of a traveler using PRIME TIME RIDESHARE for an LAX trip. The company offers ASAP and Scheduled rides; departing passengers may be dropped off at their airline terminal, while pickups from LAX are made at LAX-it Zone 20A.

LOS ANGELES, CA, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- PRIME TIME RIDESHARE has officially launched its Southern California brand and mobile platform, giving travelers another app-based option for airport, local, business, family and group transportation.

At Los Angeles International Airport, PRIME TIME RIDESHARE is one of only three rideshare platforms authorized to pick up passengers at LAX-it, alongside Uber and Lyft. Passengers connect with assigned vehicles at the company's designated Zone 20A pickup location.

The California Public Utilities Commission lists Ride Share Admin Services LLC, doing business as Prime Time Rideshare, as an issued Transportation Network Company permit holder under TCP 47643.

> We give travelers another trusted rideshare choice, combining modern booking with decades of experience. Ride now or schedule ahead for predictability, especially for airport and business travel."
>
> *Rattan Joea*

ASAP and Scheduled Booking Options
PRIME TIME RIDESHARE offers two booking models.

ASAP rides are intended for customers who need transportation immediately. Riders enter a pickup location and destination, review the offered fare and decide whether to confirm the trip. ASAP pricing may vary based on market conditions and demand.

Scheduled rides allow customers to reserve transportation in advance for a specific date and

pickup time. Scheduled rides do not have surge pricing, giving customers greater pricing predictability when they know their plans ahead of time.

“Our goal is to give travelers another credible rideshare choice while combining modern booking technology with decades of real transportation experience,” said Rattan Joea, spokesperson for PRIME TIME RIDESHARE. “Customers can request a ride immediately or schedule in advance when predictability matters most, particularly for airport and business travel.”

Southern California Driver Network and Multiple Ride Categories
PRIME TIME RIDESHARE begins its Southern California launch with a network of hundreds of TNC drivers.

The platform supports everyday and express rides, comfort service, Easy Step-In transportation, XL vehicles, black sedans, black SUVs and larger group-transportation options. Availability varies by location, requested category and booking time. Real-time ride tracking is available through the app.

From Opoli to PRIME TIME RIDESHARE
The launch represents the evolution of Opoli into the PRIME TIME RIDESHARE brand.

The service builds on more than 40 years of transportation experience associated with the related Prime Time family of brands. Prime Time Shuttle began serving Southern California airport travelers in 1984.

PRIME TIME RIDESHARE and Prime Time Shuttle are separate business entities and transportation services within the related Prime Time family of brands.

PRIME TIME RIDESHARE operates as an app-based TNC, while Prime Time Shuttle continues to provide its own transportation services.
Southern California Launch With Broader Ride Coverage

LAX and Southern California are the primary focus of the launch. PRIME TIME RIDESHARE also provides ride coverage across the United States and Canada, subject to local availability, allowing customers to use the platform while traveling in supported markets.

Launch Promotion
Eligible new customers can receive 20% off their first Scheduled ride with promotional code FIRSTTRIP through September 30, 2026, subject to promotional terms.

The offer applies to an eligible first Scheduled ride and is not a blanket discount on ASAP rides.

The PRIME TIME RIDESHARE app is available for iOS and Android. Customers can learn more and access the app at:

https://www.primetimerideshare.com/

About PRIME TIME RIDESHARE
PRIME TIME RIDESHARE is a Transportation Network Company providing ASAP and Scheduled transportation through its mobile platform. Building on more than 40 years of transportation experience associated with the Prime Time family of brands, the company serves Southern California with an airport-transportation focus and provides ride coverage across the United States and Canada where service is available.

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