



# NEWS RELEASE

*For immediate release*

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## Park Ride Fly USA Reveals New Mobile Beta Site

**East Berlin, CT (PRWEB) - FRIDAY, APRIL 1<sup>st</sup>, 2011** - Park Ride Fly USA LLC (<http://www.parkrideflyusa.com>), owner/operator of leading off-site airport parking facilities since 1987, is proud to announce the launch of their new beta mobile site. The mobile site provides customers with a quick and easy way to make airport parking reservations via popular touch screen phones like iPhones and Android platform phones.

Over the last few months, [Park Ride Fly USA LLC](http://www.parkrideflyusa.com) has experienced a sharp rise in the volume of traffic from mobile devices, reinforcing decision to release a mobile site. The new marketing initiative will serve as an integral part of the company's efforts in providing a flexible booking system that best fit the needs of the traveling consumer.

"With such a strong request from our customers, we thought it was time we catered to those who are accessing our booking site via touch screen mobile phones," says Susan Trimarchi, Director of Online Sales and Marketing. "Our new mobile site offers our customers a simple way to make their off-airport parking reservations on the fly, avoid the long lines at the airport and have direct access to travel information. All of this at their fingertips."

The new mobile site, <http://m.parkrideflyusa.com> has been designed to emphasize ease of use on touch screen mobile devices. iOS (Apple) and Android phones currently make up over 90% of [Park Ride Fly USA's](http://www.parkrideflyusa.com) mobile traffic. The site adapts to the size of the customer's phone screen and navigation is designed specifically for mobile phones, creating a convenient way to utilize portable technology for a positive booking experience. Recognizing the importance of a simple booking system for business and leisure travelers alike, visitors will find searching for airport parking quick, easy and above all, mobile-friendly. Furthermore, the beta mobile site is considered evergreen; where new features are scheduled to be added on a continuous basis, including access to additional parking services and travel information.

### **About *Park Ride Fly USA LLC***

*Park Ride Fly USA LLC* is a family-owned business based out of East Berlin, Connecticut that offers safe, secure, reliable airport parking facilities, hassle-free "curb-to-curb" service, guaranteed reservations, exceptional customer service, affordable rates that beat most airport parking lots. As the founder and operator of <http://www.ParkRideFlyUSA.com>, they also own and operate three offsite airport parking facilities: [Indy Park Ride & Fly in Indianapolis](#), [Midway Park Ride & Fly in Chicago](#), as well as [Albany Park Ride & Fly in New York](#).

For more information on [Park Ride Fly USA](#) and the services they offer, please contact Susan Trimarchi, Director of Online Sales and Marketing at 1-866-922-7275 or by email at [susan\(at\)parkrideflyusa\(dot\)com](mailto:susan(at)parkrideflyusa(dot)com).

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