

Pronto Corporation Launches Fan-Responsive, Guaranteed-Seat University of Nebraska Huskers Shuttle Service

... Dedicated online shuttle-booking portal for Husker Fans...

... Intercity Service from Omaha, Kearney, Grand Island, Norfolk and Columbus...

*... Platform and Complete Mobility Solution for **On-Demand Special Event Shuttle Services Nationwide**...*

LINCOLN, Nebraska - August 31, 2026 – San Jose, California-based Pronto Corporation today announced the launch of Pronto Huskers Shuttle Service between University of Nebraska Memorial Stadium and four satellite parking lots in Lincoln and intercity service from Omaha, Kearney, Grand Island, Norfolk, and Columbus.

The shuttle service routes and schedules for Huskers home games on Sep 5 and 12, the 2026 season are set up on the Nebraska Huskers page on iPronto.com : <https://www.ipronto.com/nebraska-huskers> and are open for booking. Schedules for Sep 19 game will be published by Sep 4th. Schedules for Oct 3, 10, 31 and Nov 21 games will be published once the kickoff times for these games have been announced. Fans are encouraged to visit the site for updates.

Beginning of a New Tradition

Pronto, StarTran and the City of Lincoln are coordinating the transition from the long-running Big Red Express service to the new Pronto Huskers Service to ensure continuity and smooth transition for Husker fans and the Lincoln community.

"We are proud to have offered the Big Red Express to Husker fans for more than 45 years," said Elizabeth Elliott, Director of Lincoln Transportation and Utilities, City of Lincoln. "Today, there is an opportunity to begin a new tradition. iPronto will manage transportation services this season."

"We are excited about the opportunity to serve the City of Lincoln and Husker fans and delighted with the warm welcome we have received from the City, the media, and hundreds of Husker fans who have already booked their ride on the Huskers portal powered by Pronto. Our commitment is to build on StarTran's strong legacy while delivering a new suite of fan- and demand-responsive services across the state, and to make our mobility solution and broader set of service options available to the Husker fans across Nebraska and other bordering states." - Kumar Shah, President and CEO, Pronto Corporation.

Advance Reservations, Guaranteed Seats and Comfortable Travel

Fans can reserve guaranteed seats for one or more games. Inbound and postgame return trips are separate segments, allowing passengers to purchase only the transportation they need and select their preferred postgame departure time. Advance reservations result in orderly boarding, elimination of anxiety about seat availability and a more comfortable journey for the fans.

*"We pioneered demand-responsive intercity special-event shuttle service for San Francisco 49ers fans in 2010. Since then, we have delivered shuttle services for concerts, music festivals, golf tournaments, college football games and other major events, serving more than 100,000 fans. We are now expanding and extending our platform to deliver demand-responsive **last-mile shuttle service** with advance reservations and guaranteed seating for Husker fans." - Kumar Shah, President and CEO, Pronto Corporation*

Pronto Husker Shuttle Services – More ways to get to the Memorial Stadium

In addition to the satellite parking lot shuttle services - from the same lots as in prior years - Pronto has launched Intercity Shuttle services from Omaha, Kearney, Grand Island, Norfolk and Columbus – cities with the highest concentration of Husker season-ticket holders.

"The overall fan experience is a top priority for our Athletics team, and transportation to and from our venues plays a big role in that experience," said Brandon Meier, Deputy Athletic Director for External Relations at Nebraska Athletics. "We are excited about the plan Pronto has developed to expand these services and provide a safe and comfortable transportation alternative for fans to explore."

From Fixed Route, Fixed Schedule to Location-based, Demand-responsive and On-Demand Service

Transit agencies face regulatory constraints which prevent them deviating from the fixed route and fixed schedule service confined to their regional boundaries. This model works well for regular daily transit services, but not for special event shuttle services for which the demand is unpredictable and with significant variations from one event to the next.

*"With more than 20 years of experience in delivering group charter services, 15 years of experience in delivering special event **intercity shuttle services** and now with the launch of demand-responsive **last-mile***

shuttle services and online mobility platform and consumer portal, we have a complete, turnkey special event mobility solution for wherever special event shuttle services are needed nationwide", said Mr. Shah.

"Real-time booking updates allow us to identify demand as it develops and dynamically add routes, departure times, vehicles and seating capacity. Together with the 4,794 transportation providers in our nationwide affiliate network, this gives us the ability to deploy group charter, intercity and last-mile services rapidly wherever they are needed. The Husker shuttle service - launched in just 15 days - demonstrates that capability in action. We especially appreciate the City of Lincoln and the University of Nebraska working with us to roll out this innovative mobility solution across Nebraska".

"Nebraska is demonstrating how cities, universities and private transportation providers can work together to deliver on-demand special-event mobility," said Mr. Shah. "This represents an exciting beginning of a new era for the transportation-services industry."

This transition also represents a significant landmark in the application of the Federal Transit Administration (FTA) Charter Rule (49 CFR Part 604) authorized under federal law and implemented by the FTA. It heralds the new era of private operators stepping in to operate special event shuttle services previously operated by public transit agencies.

"When deployed across the country, this transition will relieve public transit agencies across the country of the burden of absorbing an estimated \$800M+ in annual operating losses – paid for by the taxpayers - associated with the operation of these services in their regular transit services budgets. Transit agencies will then be able to invest those funds in strengthening daily transit services for the Communities they serve", added Mr. Shah.

Ride Together. Ride with Pronto. Let's Build the Service Together.

Pronto's fan-responsive service grows with demand. Every booking helps Pronto discern demand patterns, departure times and seats where Husker fans need them most. Fans are encouraged to check the portal for current schedules and available seats as additional service is added. The service is designed for Husker fans and the local community. Pronto is seeking a Lincoln-area resident and Husker fan to serve as a local Pronto Ambassador - listening to riders, gathering feedback, connecting with fans at community events and on social media, and helping build the Pronto community. Interested residents are requested to fill out the form at <https://www.iPronto.com/nebraska-huskers>.

Service at launch

Lincoln shuttles	Inbound-only service for \$10; \$15 with a delayed return or \$20 for immediate return after the game; Each segment to be purchased separately and individually.
Satellite Parking Lot Pickup Locations	Lincoln Northwest High School, Lincoln North Star High School, SouthPointe Pavilions and Gateway Mall.
Intercity service	Initial routes and schedules and fares have been established for Sep 5 and 12 games and they are now open for booking. Round-trip fares range from \$59 to \$79.
Check availability	Advance booking is required. Fans should visit the portal for current routes, departure times and available seats, and check back for additional services and routes

Booking Portal, dedicated email and hotline for Husker Fans:

Reservations: www.iPronto.com/nebraska-huskers

Phone: **833-477-6688** or 669-690-2575 | Email: RideWithPronto@iPronto.com

About Pronto Corporation

Accelar, Inc. dba Pronto Corporation is a Silicon Valley technology-enabled transportation company and developer of the iPronto platform. Over 20+ years, Pronto has completed 60,000+ trips for 2.5 million+ passengers for schools, colleges & universities, corporations, public agencies, and private groups. Pronto has also supported major programs including a four-year game-day shuttle engagement serving San Francisco 49ers fans, UC Berkeley football and Outside Lands, and many others over the past 15+ years and served 100,000+ fans. Learn more at www.iPronto.com.

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Media Packet: [Click here to view the expanded media packet.](#)

Supporting Evidence: [Click here to access the supporting documents.](#)

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