



Pocket Announces Pocket Drives — The Host-First Car Rental Marketplace Now Live on iOS

LEHI, UTAH (April 2, 2026) – Pocket, the leading technology platform transforming luxury auto sales and rentals, today announces the official launch of Pocket Drives, a host-first car rental marketplace now available on the iOS App Store. Purpose-built by former Turo hosts, Pocket Drives gives vehicle owners a fundamentally better way to run a rental business — with a fraction of the fees, full operational control, and professional-grade software that legacy platforms have never offered.

Unlike traditional car-sharing platforms that take 25–40% of every booking, Pocket Drives operates on a low-cost membership model that lets hosts keep the vast majority of their earnings. Every host also receives a white-label booking website for direct rentals, access to Pocket's full-featured RentalOS management suite, and the ability to own their customer relationships and data outright.

"We built Pocket Drives because we lived with the problem," said Jeremy Crane, CEO and Founder of Pocket. "As Turo hosts ourselves, we watched a significant portion of every booking disappear to platform fees. We had no control over our pricing, our brand, or our customer relationships. Pocket Drives is the platform we wished existed — one that treats hosts like the business owners they are."

Pocket Drives launches with a comprehensive feature set designed for serious rental operators: fleet management, dynamic pricing, digital rental agreements, photo-based vehicle inspections, in-app messaging, delivery coordination with custom radii and fees, Stripe-powered payments, and identity-verified renter profiles with insurance coverage on every trip. Hosts can also sync their existing Turo calendar to run both platforms simultaneously with zero risk of double bookings.

The marketplace is powered by a geographic launch-region model, expanding city by city as local host supply reaches critical mass. Renters discover and browse vehicles on pocketdrives.ai, then book seamlessly through the Pocket app with secure payments, digital agreements, and built-in check-in and check-out flows.

"Pocket Drives is not just a marketplace — it's an entire business platform," added Crane. "Every host gets their own branded website, their own customer data, and the tools to run a professional rental operation. We believe car rental entrepreneurs deserve the same level of technology and autonomy that the best SaaS companies provide. That's what we've built."

Pocket Drives is now available for download on the iOS App Store. Renters can browse available vehicles at pocketdrives.ai. Hosts can sign up and begin listing their inventory at pocketos.ai.

To learn more about Pocket Drives, visit: pocketdrives.ai

ABOUT POCKET:

Pocket is the ultimate technology platform for the luxury and exotic car industry, and provides a complete operating system for premium automotive businesses through its suite of purpose-built modules: RentalOS for fleet and rental management, ClubOS for membership-based car clubs, and AuctionOS for live and digital vehicle auctions, alongside Pocket Drives, its consumer-facing car rental marketplace. Pocket is redefining how luxury vehicles are rented, sold, and experienced.

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