

# Making vehicle renting easier ... and ownership profitable

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Need to rent a car? Maybe you have one you'd like to loan out? There's now an app for that, thanks to [RideAlike](#), with a little help from Seneca Innovation.

Based in Toronto, RideAlike, is a peer-to-peer vehicle renting and swapping marketplace that connects car owners and renters. The model helps owners generate income from their vehicles – usually a depreciating asset – connecting them with renters looking for short-term access to reliable cars, SUVs, trucks and vans.

[Learn more](#)

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