



FOR IMMEDIATE RELEASE
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COACHLA LAUNCHES FESTIVAL-FOCUSED TRANSPORTATION SERVICE FOR COACHELLA 2026

CoachLA, powered by LA Coach USA, is a new festival-focused booking service offering curated rides from Los Angeles to Coachella — turning transportation into part of the experience with onboard meals, partner perks, and a built-in community of fellow festival goers.

LOS ANGELES, CALIF. — Earlier today, CEO of COACH USA, Derrick Waters, hosted a press conference to announce the official launch of CoachLA, the new booking service built for festival goers heading to Coachella 2026.

Through its partnership with LA Coach USA, CoachLA offers direct shuttles with two Los Angeles pickup zones (Rancho Cienega Recreation Center and Fairfax Branch Library) and three drop-off stops in the Coachella Valley (Palm Springs Convention Center, Palm Desert Resort Country Club, and Indio festival grounds). The service was designed for every kind of festival goer; from day-pass holders avoiding the hotel hunt to influencer groups, brand activation employees, corporate events, and solo travelers ready to meet their festival crew before they even arrive.

“We wanted to create a space where the people you share playlists with on Spotify, the ones whose fits you double-tap on TikTok, they’re the ones sitting next to you on the ride,” said Derrick Waters, CEO of COACH USA. “CoachLA is about connection. It’s where your festival weekend actually begins.”

CoachLA’s curated onboard experience includes:

- AC at every seat
- Wall plugs at every row & High-speed Wi-Fi
- Pull-out tray tables for dining or working en route
- Motion-canceling technology for a smooth ride
- Onboard customer service attendant ready to assist with snacks, drinks, and any needs along the way
- Complimentary drinks from SoCal Vibes Co. and meals from Le Pain Quotidien, Erewhon, Norma’s, and FARM Palm Springs depending on departure time

Each guest receives a Personalized COACHLA Dopp Kit, featuring:

- Rhode skincare
- Liquid I.V. hydration multiplier
- Supergoop sunscreen essentials
- COACHLA water bottle with hands-free crossbody strap
- COACHLA hat
- Portable handheld fan (because, yes — desert heat)



“Festivals are about energy, about connection, and yet the trip there has always felt like the opposite of that,” said Lea Boulbain, Head of Marketing at CoachLA. “I built CoachLA because I believe the journey should hype you up, not wear you down. From the playlists to the onboard meals to the Dopp Kits packed with essentials, every detail was designed to make the ride part of the story.”

With General Admission seating starting at \$150 and VIP options from \$180 (which include guaranteed window seats, priority boarding, and first access to outlets), CoachLA was designed to offer flexibility and ease for festival goers of all kinds. Pricing may vary based on surge demand, so early booking is encouraged.

Beyond the transportation itself, CoachLA hopes to foster a sense of community that lasts long after the last set closes. The company is exploring opportunities to expand its booking service to other festivals like Stagecoach and additional desert events in the future.

“CoachLA is about showing up, not just to the festival, but for the experience,” said Waters. “The friends you haven’t met yet might already be on the bus.”

For schedules, reservations, and additional details, visit CoachLA.com or contact press@coachla.com.

About LA Coach USA:

LA Coach USA is a leading charter transportation provider committed to safe, reliable, and comfortable travel across Southern California and beyond. With decades of industry expertise, LA Coach USA delivers scalable mobility solutions for corporate groups, private charters, and large-scale events. From logistics planning to high-touch customer service, LA Coach USA supports elevated group travel experiences while maintaining the highest standards in fleet quality and rider satisfaction.

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