UBER 101
EVOLVING THE WAY THE WORLD MOVES

① **REQUEST**

② **RIDE**

③ **RATE**

Uber's innovative technology platform connects riders with drivers in over 65 countries around the world.

Uber is the safe, reliable and affordable choice for millions of people every day.

RIDERS SET THEIR LOCATION, AND GET AN ESTIMATED ARRIVAL TIME AND A FARE ESTIMATE BEFORE BOOKING

RIDERS GET DRIVER INFORMATION LIKE NAME, MODEL, LICENSE PLATE AND RATING BEFORE THE CAR ARRIVES

RIDERS RECEIVE AN EMAIL RECEIPT AFTER EVERY TRIP INSTANT TWO-WAY FEEDBACK KEEPS QUALITY HIGH

UBER DELIVERS MORE

RIDER SAFETY
Riders are given a driver's information upfront. They can track their route on a live map and share trip details with others through the Share My ETA feature. Every trip on the Uber platform is covered by automobile liability insurance.

ECONOMIC OPPORTUNITIES
More than a million people have signed up to make supplemental income while driving on the Uber platform. Uber is a flexible option for individuals who want to set their own schedules and be their own boss.

CONGESTION RELIEF
Uber complements public transit by reaching underserved neighborhoods and offering consumers an affordable alternative to car ownership. Innovative products like uberPOOL help cities reduce congestion and carbon emissions.

DRIVER SAFETY
Uber is commited to providing driver-partners with a safe working environment. There are no anonymous pick-ups. We also ask drivers to rate passengers to ensure maintain our quality experience standards.

REAL-TIME GPS
We use GPS satellites to map and follow every trip in real time, enabling live responses and detailed records of every transaction. GPS provides accurate directions for drivers and eliminates the risk of fare-cheating.

ENHANCED TOURISM
Visitors can relax because they know that a safe, reliable and affordable ride is available when they land in a new city. Uber takes the stress out of travel with a familiar, easy to use service with a standard electronic payment option.

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WORKING WITH UBER

Uber offers people a new way to work—on their own terms. People choose Uber because it offers them the kind of work they want: work that provides a good income with the autonomy, flexibility, and dignity that comes with being their own boss.

Most people choose to drive with Uber because it lets them have a flexible schedule.

Driver-partners choose when they drive, where they drive, and for how long. They set their own schedule hour by hour, day by day, and week by week.

- 50% of U.S. Uber driver-partners, on average, drive fewer than 10 hours a week
- 65% of partners changed the number of hours worked per week by more than 25% from one week to the next
- 87% of drivers say they partner with Uber "to be my own boss and set my own schedule"

People use the Uber platform in different ways.

Some own their own transportation companies and use the Uber app to connect their drivers with riders and grow their business. Some use the app to drive towards a goal, like a vacation for their family or a new computer, and then don't drive again until they need something else. And most have other jobs.

- 91% of partners said they drive "to earn more income to better support myself or my family"
- 61% of partners surveyed have another part- or full-time job
- 1 in 3 partners are using Uber to make extra spending money

The flexibility of the Uber platform allows people to schedule work around their lives, not the other way around.

Partners can tend to childcare responsibilities, invest in their education, or work another job, driving only when they need or want. According to a survey of drivers:

- 85% say they partner with Uber "to have more flexibility in my schedule and balance my work with my life and family"
- Women partners in particular—43% of them—say the need for part-time or flexible scheduling is the major reason they drive with Uber
- Female partners are nearly 30% more likely than men to work an average of 15 or fewer hours per week

People often look to Uber during professional or personal transitions.

Partners can use Uber as a bridge opportunity, for instance driving while searching for career opportunities or attending job interviews.

- About 32% of driver-partners surveyed indicated that they used Uber to earn money while looking for a full-time job
- Of partners 50 years and older, 68% saw their incomes decrease or stay flat before driving with Uber. Working with Uber, 61% see their incomes increasing over the coming years.

In an era of stagnant wages and rising cost of living, Uber gives people an opportunity to earn additional income, bridge gaps in work, or grow their own business...all with total flexibility and autonomy—working when, where, and how they want.

ACTIVE DRIVERS

Uber is an economic force in cities around the U.S.

BOSTON

16,000

NEW YORK CITY

28,000

SAN FRANCISCO

29,000

CHICAGO

32,000

LOS ANGELES

42,000

"Any time I want to drive and am ready to drive, I can drive. If I don't want to drive, I can turn off the app. Even if I don't work for a few hours, a few days, or a few weeks, it's not a problem— my work hours are completely my choice."

ALI, UBER PARTNER

UBER

SAFETY AT UBER

Uber's technology makes it possible to focus on safety for riders and drivers before, during, and after every trip in ways that have never been possible before.

BEFORE GETTING IN THE CAR

No more street hails or waiting outside to find a ride. A rider can start the Uber app from anywhere and wait safely inside for the car to arrive.

No discrimination. No ride is too long or too short. All requests are blindly matched based on the closest available driver-partner, meaning that there is no discrimination based on race, gender, or pick-up or drop-off location. Day or night, people can safely get to their destination, even if it is hard to reach.

Trips are no longer anonymous. When a driver-partner accepts a request, a rider sees his or her first name, photo, vehicle model, and license plate number. Riders can also check whether others have had a good experience with him or her.

DURING THE RIDE

Never get lost. The location is clearly marked so riders know where they are on their journey -- and if they are on the right route.

Share your location. Riders can easily share their trip details -- including the specific route and estimated time of arrival -- with selected friends or family at the touch of a button.

No need for cash. Because payments can be made automatically and securely via the credit card, debit card, or PayPal account on file, riding with Uber significantly reduces the potential risk and conflict that can stem from disputed fares, lack of cash, or fare evasion. This is particularly good for drivers because carrying large quantities of cash can make them a target for crime.

AFTER ARRIVING AT THE DESTINATION

Feedback and ratings after every trip. Riders and driver-partners are asked to rate each other and provide feedback for every trip before requesting or accepting another ride.

24/7 support. If riders or driver-partners have any questions about their trip, or if they need to report an incident, our customer support team is ready to respond to any issues.

Rapid response. We have a dedicated Incident Response Team to answer any urgent issues. If we receive a report that there has been an accident or incident, we can suspend the relevant parties and prevent them from accessing the platform until the matter is resolved.

BEHIND THE SCENES

Contact drivers without providing personal information. Uber uses technology that anonymizes riders' and driver-partners' phone numbers so that they do not have each other's real contact details.

Always on the map. Global Positioning System (GPS) data for all rides on the Uber platform are logged so we know which driver-partners and riders are riding together and where they are for the duration of their trip. GPS also enables us to verify the efficiency of every route being used, which creates accountability and a strong incentive for good behavior.

Working with law enforcement. In cases where law enforcement provides us with valid legal process, we collaborate with them on investigations, e.g. by providing trip logs.

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HOW UBER CONTRIBUTES TO PUBLIC SAFETY

There is a correlation between Uber's presence in cities and a reduction in drunk driving. Researchers at Temple University estimate that Uber's entrance into various markets in California has a strong correlation with an approximate 5% drop in alcohol-related driving fatalities. Uber has also partnered with organizations such as Mothers Against Drunk Driving (MADD) in the US to raise awareness about alternatives to drunk driving. Lastly, closing time is Uber's rush hour; in cities around the world, Uber trip requests consistently spike around the required closing time for bars and nightclubs.

Uber facilitates reliable transportation in times of unexpected emergency. After the 2013 bombing at the Boston Marathon, public transportation in the city was on lockdown as law enforcement sought the fugitive bombers. Uber Boston remained active and was one of the only options for people to get where they needed to be; rides to local hospitals were given for free. Since then, Uber has launched a US-wide partnership with the American Red Cross to keep communities safe during natural disasters.

The wide reach of the Uber network is a valuable resource for community organizations. Uber has a US-wide partnership with the National Center for Missing and Exploited Children (NCMEC) to send Amber Alerts to driver-partners who are online. Because Uber's driver-partners are widely dispersed and located on city streets, they are a valuable set of eyes in situations that require immediate awareness. Uber also has a global partnership with SafetiPin, a map-based mobile safety app. As Uber driver-partners drive around their cities, they help to collect real-time photos of different neighborhoods. The photos are audited by the SafetiPin team on a set of variables like lighting and crowdedness to arrive at a safety score for that neighborhood. Our partnership began in India and is being expanded to 50 cities across Asia, Africa, and Latin America.

ENSURING LOW WAIT TIMES

WHAT IS DYNAMIC PRICING?

If you live in a city, you've probably had the painful experience of trying to hail a taxi on a Friday night, after a sports game or when it's pouring with rain. It can take a very long time–if you are lucky enough to get one at all–because all the taxis are already taken.

Our goal at Uber is to ensure you can push a button and always get a ride within minutes–whatever the weather and on the busiest nights of the year. And thanks to our dynamic pricing model, or "surge" pricing as it is known, that's possible. Here's how it works.
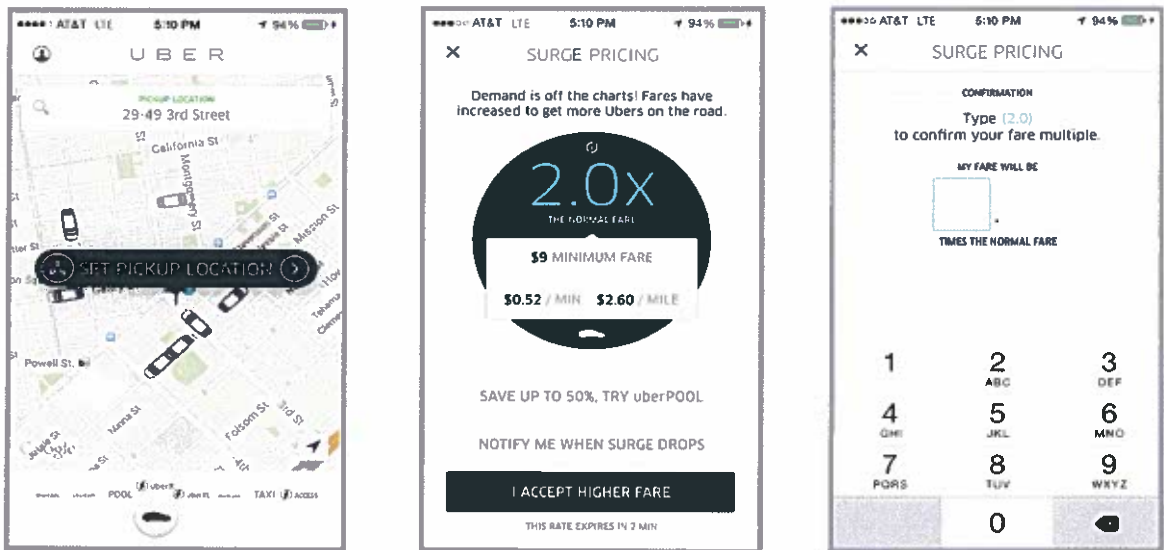
HOW DOES IT WORK?

Uber's algorithms monitor demand and supply in real time all over a city. When our systems notice an increase in wait times (because there aren't enough drivers nearby), surge pricing automatically kicks in. This has two effects: people who are not in a hurry wait until the price falls–reducing demand; and drivers who are nearby go to that neighborhood to get the higher fares–increasing supply. As a result, the number of people wanting a ride and the number of available drivers starts to balance out, ensuring that wait times do not increase.

Uber uses fare multipliers–1.5X the standard fare, 2X, and so on–to balance supply and demand. The system updates the multiplier every five minutes to adjust the fares in light of the the latest conditions. If wait times continue to rise, the multiplier rises; when wait times fall, the multiplier falls. To ensure that any fare increase is accurate and effective, Uber divides cities into zones called "geofences".
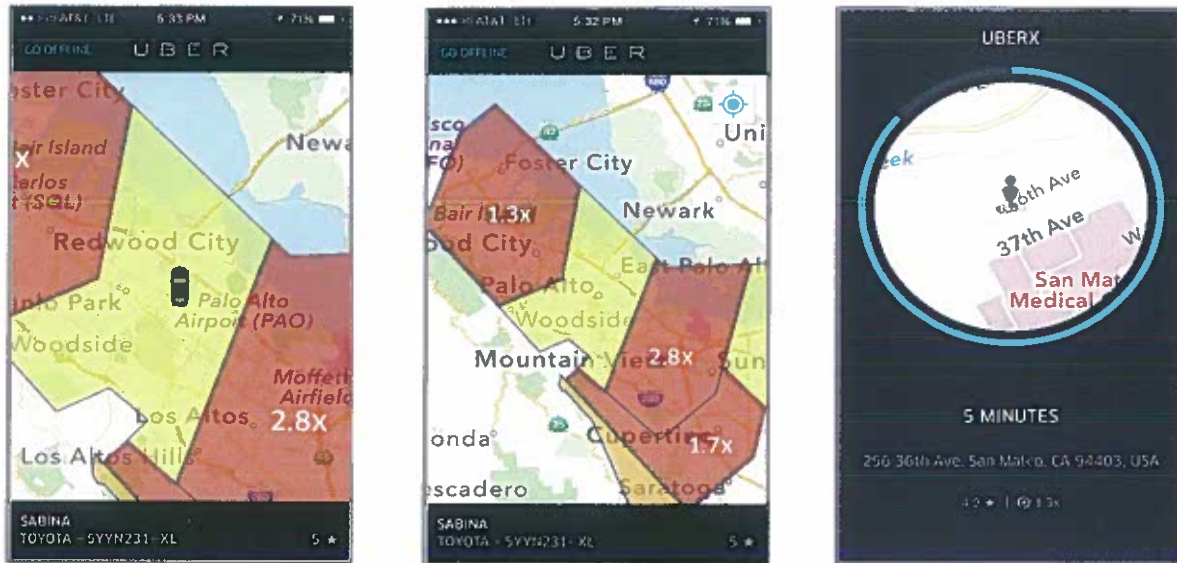
TRANSPARENCY FOR RIDERS

Uber provides an "estimate your fare" feature so riders can always check the price in advance. But when surge pricing kicks in, we are extra careful to ensure that riders know how much more they will be charged. Here's what the riders sees.

When riders open the app, they instantly see whether their Uber ride is surging thanks to the lightning bolt icon at the bottom of the screen (Left). If they request a ride, a popup alerts them to the surge multiplier at that time (Middle), and they're then asked to confirm the fare increase or given the option to be notified when the price drops. When the multiplier is unusually high, riders will be asked to manually type-in the multiplier (Right) to ensure they really are OK to pay the higher fare.

CHOICES FOR DRIVERS

For drivers, dynamic pricing provides more information about the minute-to-minute conditions in their city. They can choose to act on this information by heading to areas with active surge multipliers to seek higher fares. Here's what drivers see.

When drivers open their app during a surge, they see a heat map (Left). Red zones are already surging and the driver can see the multiplier. Yellow zones are busy and might surge soon. Drivers can zoom out on the map to see whole cities and head to areas with even higher multipliers if they wish (Middle). And if drivers accept a fare in a surge area, they'll also see the same lightning bolt to confirm the higher surge fare (Right).

SURGE DURING EMERGENCIES

When there is an emergency in a city—and a lot of people are trying to leave an area quickly—surge pricing may kick in automatically to respond to the spike in demand. This unfortunately happened during the hostage crisis in downtown Sydney in 2014. So we have now made it possible for Uber's teams on the ground to turn off surge pricing quickly in the event of a public emergency, such as a fire, terrorist attack or flood.

SURGE DURING PUBLIC TRANSIT STRIKES

It's incredibly hard for people to get around cities when there are public transit strikes. Because our priority is to ensure the guarantee of reliable rides--and surge is our most effective way of getting drivers on the road and into crowded areas--we leave surge on so that high demand will be met with more available drivers.

When London experienced a major tube strike in 2015, we were able to transport more than 100,000 people across the city by using surge pricing to deliver reliable rides--while our competitors, who did not use dynamic pricing, could not. Side-by-side comparisons of our app with Addison Lee, Hailo and Gett in central London rush hour revealed, for them, wait times of 85 minutes or simply no cars available, while for us, an estimated wait time of just 2 minutes at 1.9X the standard Uber fare. By keeping surge on, we can ensure that anyone who needs a ride, even in a city-wide strike, can get one in minutes.

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REGULATED RIDESHARING

Transportation is idiosyncratic. We have yellow taxis in New York and red ones in Hong Kong; double decker buses in London and single-story ones in most other cities. But there's increasing agreement in one area: smartphone apps that connect riders and drivers at the push of a button can improve everyone's quality of life.

GOOD FOR RIDERS

Apps like Uber make it more affordable and easier to get around – especially in places where there is little public transport and taxis are nonexistent today. These are often the poorest neighborhoods. Ridesharing services like Uber can help bring reliable transportation to communities that have been historically underserved.
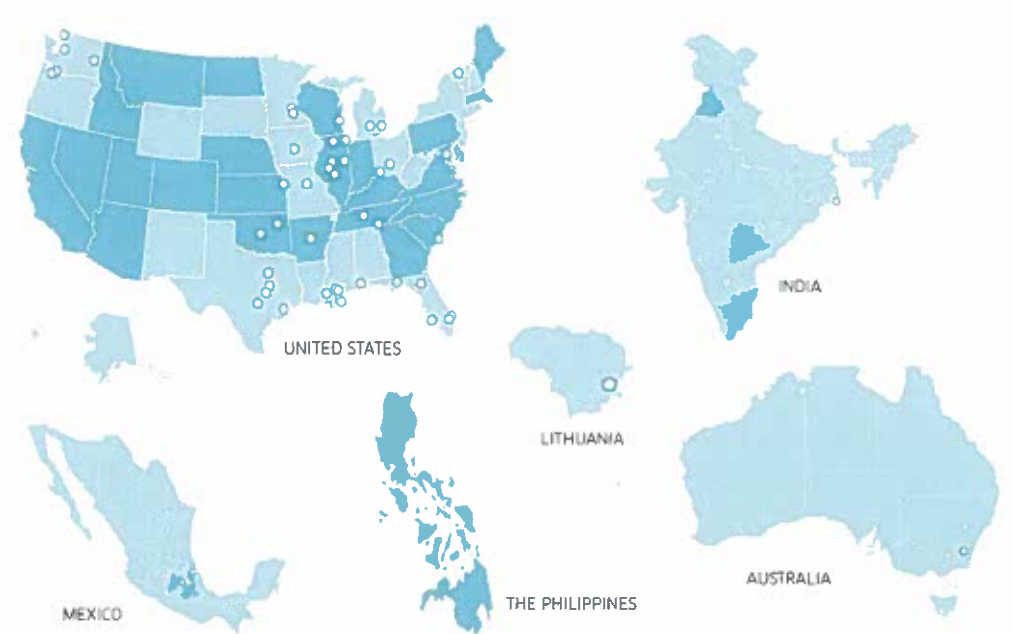
GOOD FOR DRIVERS

According to the U.S. government over 20 million Americans want to work longer hours but cannot for "non-economic reasons" such as caring for a family member. Ridesharing services like Uber fit around people's existing commitments: drivers – and no one else – determine their own work schedule. In the U.S. half of drivers using Uber do so for less than 10 hours a week. And two-thirds vary their own hours by more than 25 percent week to week.

GOOD FOR CITIES

The ability to push a button and get a ride in minutes can reduce drunk driving. California experienced a six percent decline in alcohol-related crashes involving under-30 year olds following the launch of uberX. And in an increasing number of cities, Uber is so popular that we have many passengers wanting to get a ride to the same place at the same time. With uberPOOL, our carpooling service, they can share the ride – reducing congestion. Over time this becomes a real game-changer for cities. Because when getting a ride is cheap and as easy as picking up your keys, walking outside and turning on the ignition – well, why own a car at all?

It's for these reasons that nearly 70 states and cities in the United States have passed modern ridesharing regulations in the last two years. The Philippines, Mexico City, the surrounding State of Mexico and the State of Puebla have now all followed suit. Vilnius, the capital of Lithuania, recently became the first city in the European Union to embrace the idea. And just last month, the Australian Capital Territory introduced new ridesharing regulations – the first state or territory to update its laws in Australia.

UNITED STATES

INDIA

MEXICO

LITHUANIA

THE PHILIPPINES

AUSTRALIA

"The Australian Capital Territory Government supports the introduction of ridesharing in Canberra to improve transport in our city.

Services such as Uber offer a new way of getting around—using new technologies to provide more choice for consumers and to boost the productivity of our economy.

I'm pleased we were able to work with Uber to design and implement a clear set of regulations for ridesharing services."

– Andrew Barr, Chief Minister, Australian Capital Territory

REGULATED RIDESHARING IN PRACTICE

At the heart of these new rules is the belief that one citizen should be free to give another citizen a ride across town — so long as there are regulations to ensure that important safety and consumer protection standards are met.

LICENSING REGIME

- Ridesharing companies must have a license before they can operate. To obtain a license, these companies must provide proof of insurance. Drivers do not need be individually licensed.

- To get started drivers must submit an application to the licensed ridesharing company. This enables the company to check a driver's age, driving license, driving history, vehicle registration, auto insurance and criminal record.

- Ridesharing companies cannot accept drivers whose records show that they do not meet the required standards (e.g. because they are too young or have an issue with their criminal record).

In the state of **California**, ridesharing companies are licensed under a unified licensing framework. Individual drivers are not required to obtain a license, and there are no restrictions on the number of people who can drive.

SAFETY REQUIREMENTS

- Drivers must undergo a rigorous pre-screening process.

- Records must be maintained for a minimum period to ensure that law enforcement can access information when necessary to ensure public safety.

In Canberra, the Australian Capital Territory government passed the country's first rideshare legislation, where ridesharing companies are required to ensure that prospective drivers meet driving record checks, are legally able to work and satisfy specific suitability criteria.

CONSUMER PROTECTION AND COMPETITION REQUIREMENTS

- Drivers are not allowed to solicit or accept street hails.

- Ridesharing companies should be free to set their own prices but they must be transparent about how fares are calculated. Customers must be able to get an accurate fare estimate before booking a trip and a receipt when the trip ends.

- Ridesharing companies must adopt a policy of nondiscrimination for drivers and riders.

- Drivers should be free to use multiple different ridesharing platforms – and any driver should be able to sign up so long as they meet the required standards.

In Manila, the Philippine Transportation and Communication Secretary enacted a new department order on "Promoting Mobility" that requires ridesharing services to provide transparent information about fares before trips and on itemized electronic receipts.

In Mexico City, the Ministry of Mobility passed a decree licensing ridesharing services that expressly did not impose price controls or license caps in order to support the growth of the rideshare market.

The key change in most places is the move from dual-licensing (with companies and drivers both needing a license) to a unified regime where only companies are licensed and where anyone is free to become a driver so long as they meet the standard criteria.

Separate requirements on drivers – or limits on the number of people who can apply to be drivers – deter people who only want to drive for a few hours each week and will benefit from this kind of flexible work.

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