

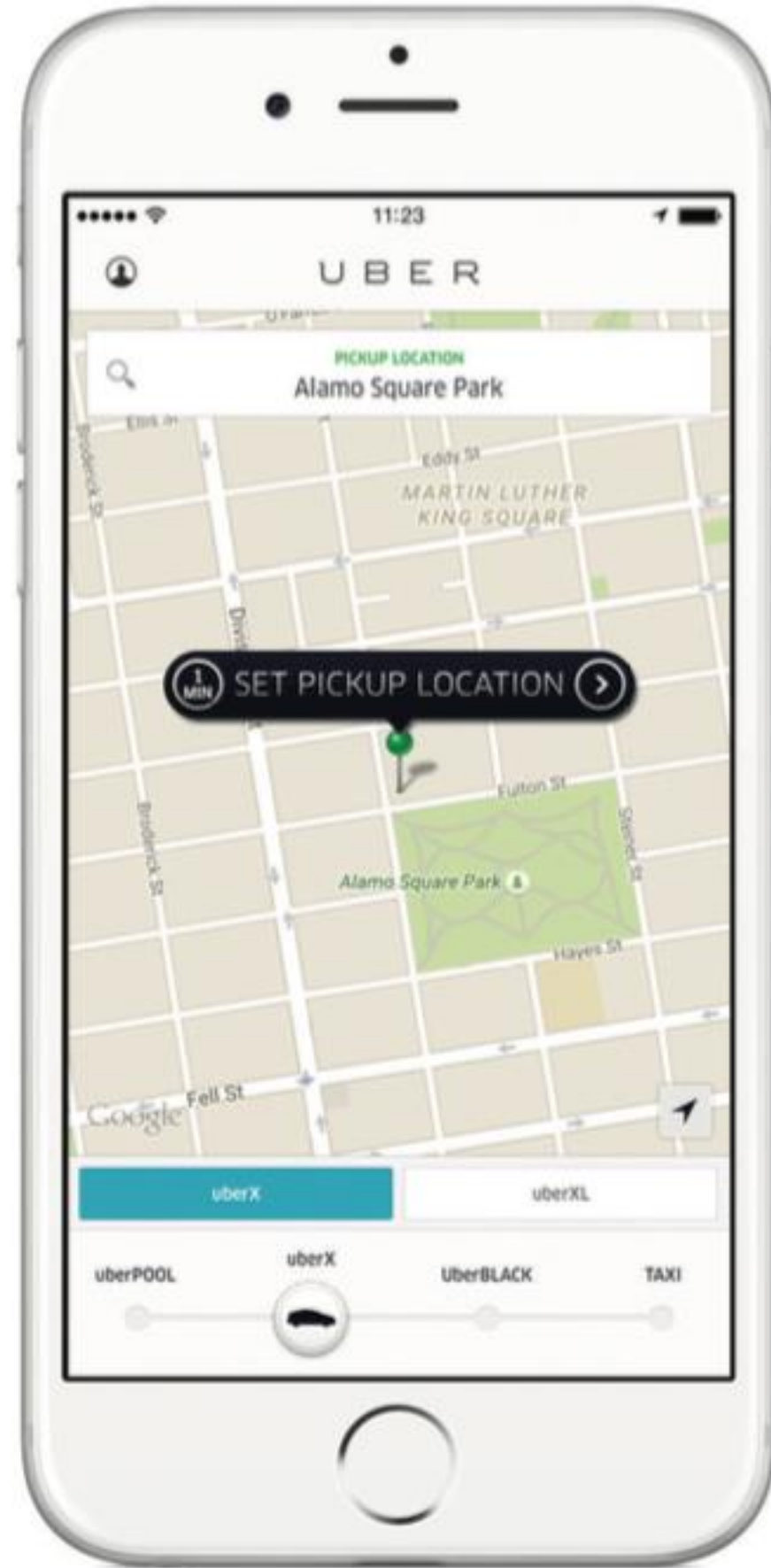
Using technology to improve road safety

Guy Levin, Public Policy, Uber

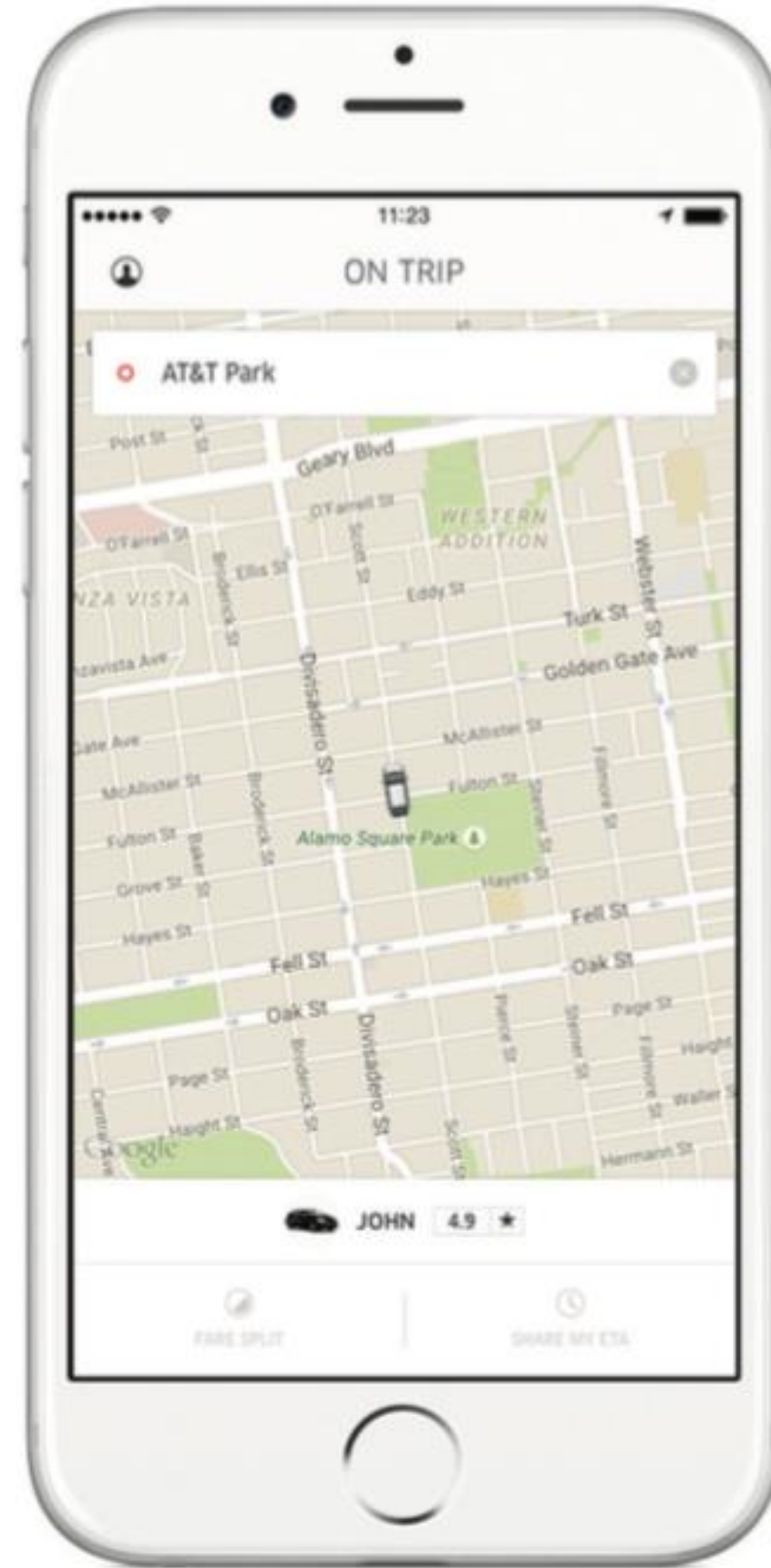
SEPTEMBER 7, 2016



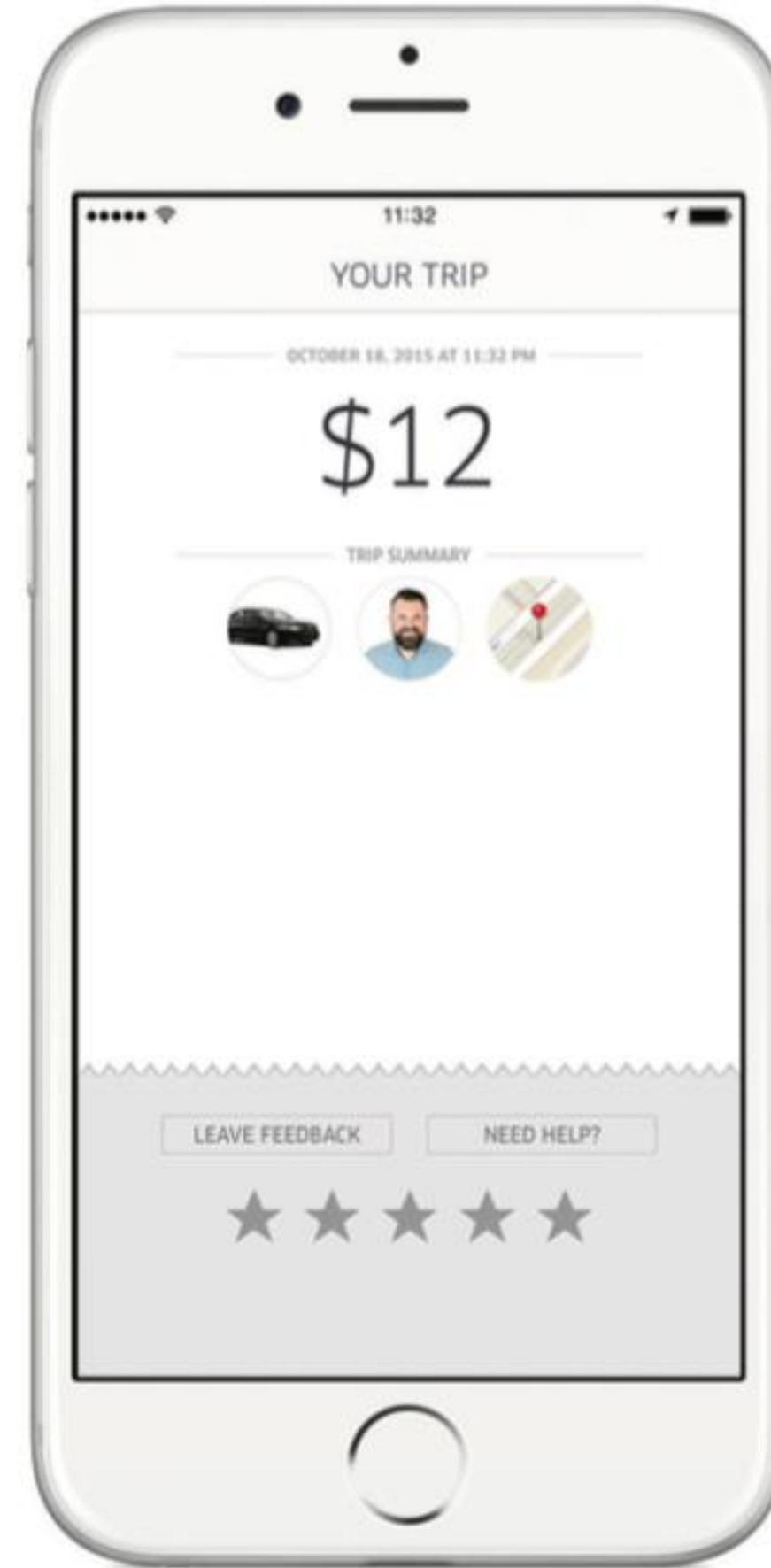
1
REQUEST



2
RIDE



3
RATE



400+

Cities

~70

Countries

1.5M

Driver partners



Improving Safety

Before, during, and after every ride

Improving Safety

Before, during, and after every trip on the platform



SAFE PICKUPS

The app pinpoints your location so you can request a ride from anywhere and wait safely.

NOBODY'S A STRANGER

Your driver's name, photo, and vehicle information appear in the app.

DISGUISED PHONE NUMBERS

Communication between riders and drivers is anonymized to protect private phone numbers.

Improving Safety

Before, during, and after every trip on the platform



ALWAYS ON THE MAP

The GPS-enabled map provides your driver's location and trip details in real-time.

SHARE MY ETA

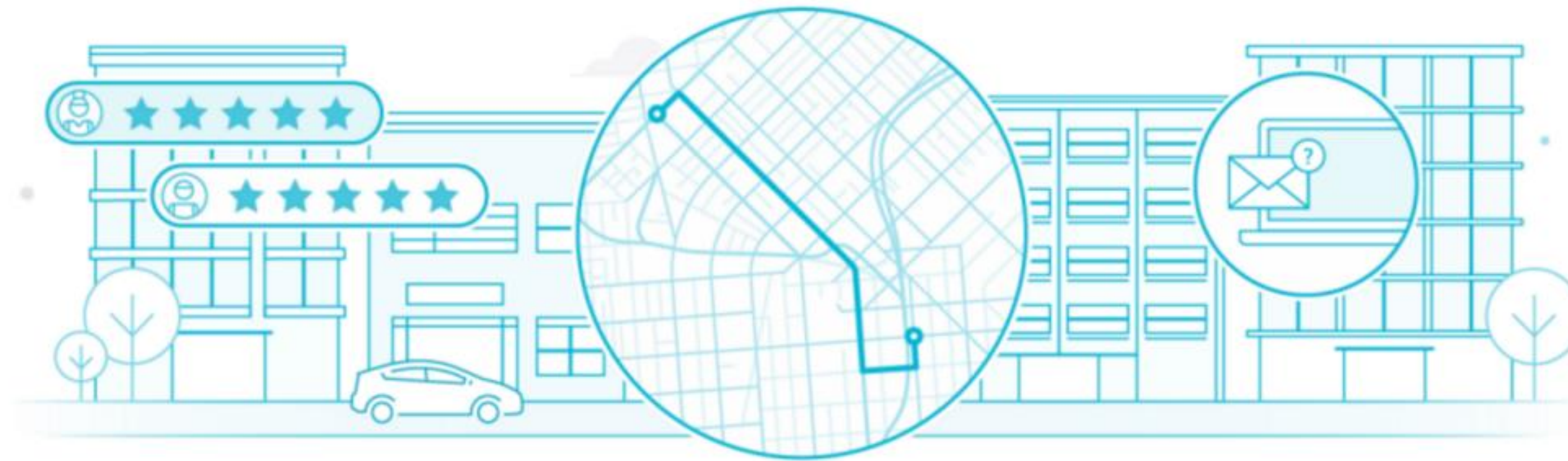
Share your ETA with friends and family to keep track of your ride and safe arrival.

HASSLE-FREE PAYMENTS

Your credit card is on file so you never need to carry cash or stop at an ATM.

Improving Safety

Before, during, and after every trip on the platform



ACTIONABLE FEEDBACK

You rate your experience after every trip and drivers do the same.

TRIP HISTORY

After each ride, you receive a detailed email receipt with trip route, driver name, and total fare.

24/7 SUPPORT

Lose something? Have questions? Contact our 24/7 customer support.

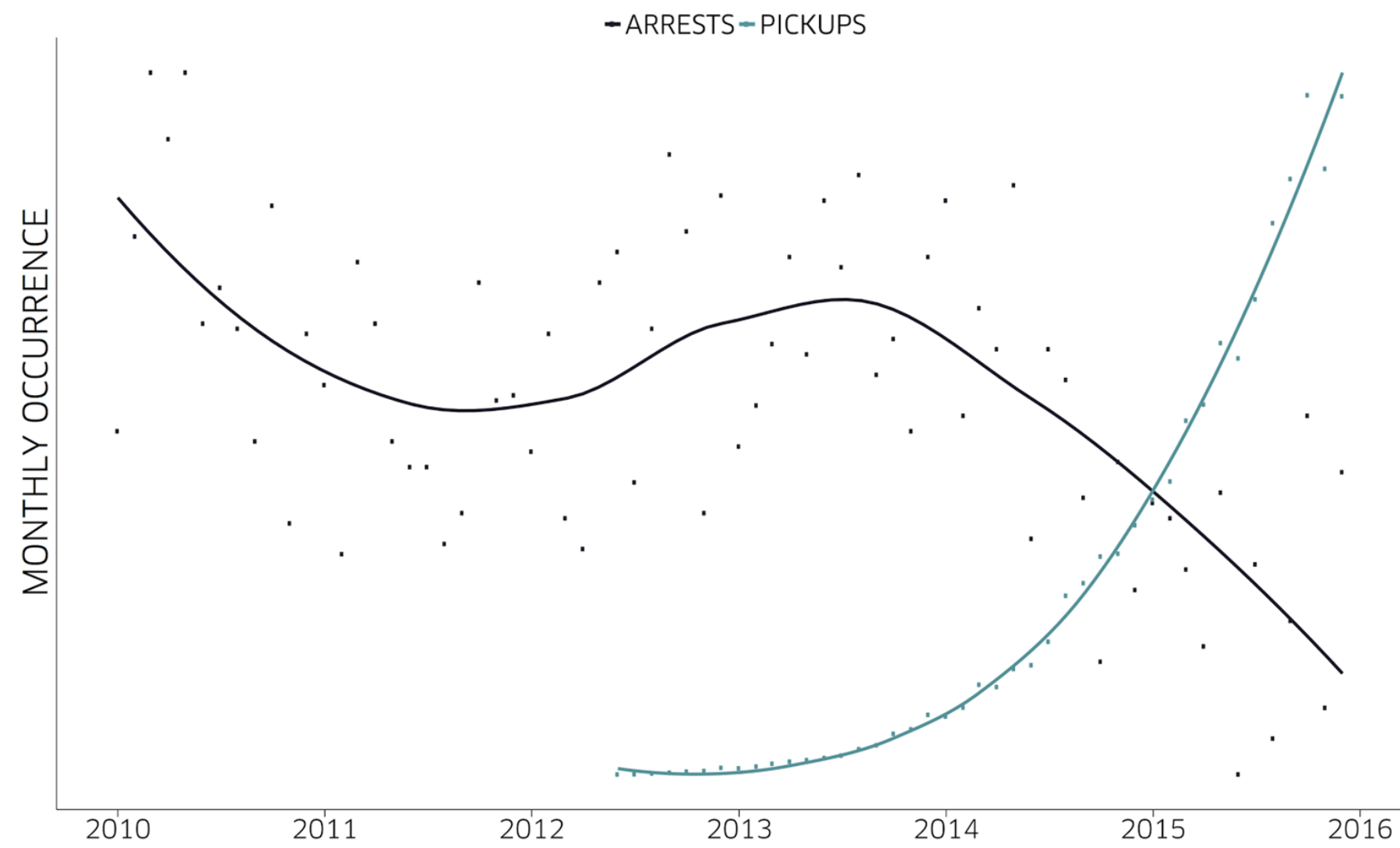
A ride when you need it

Using technology to improve safety

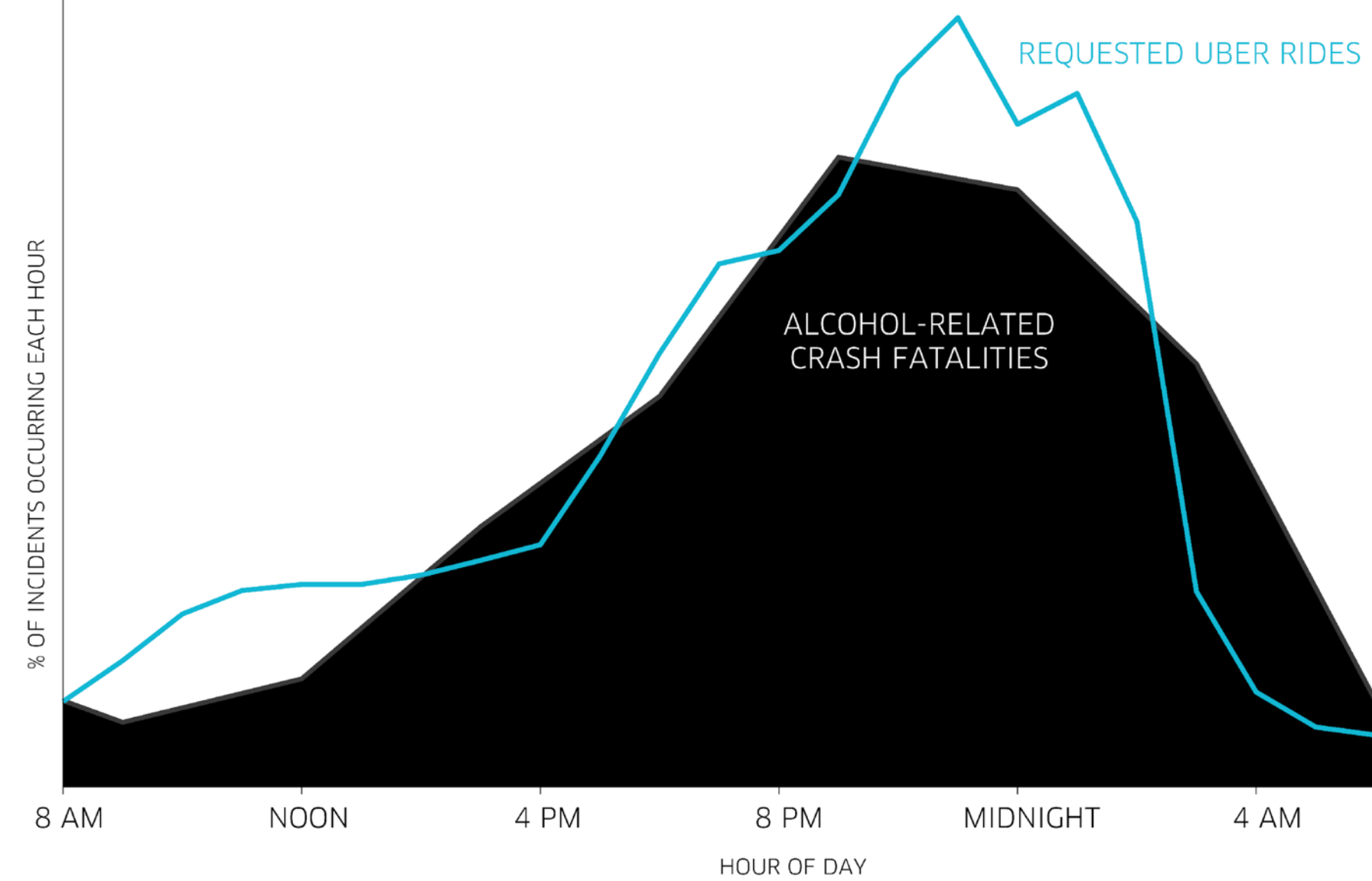
Drinking and driving

A better late-night option

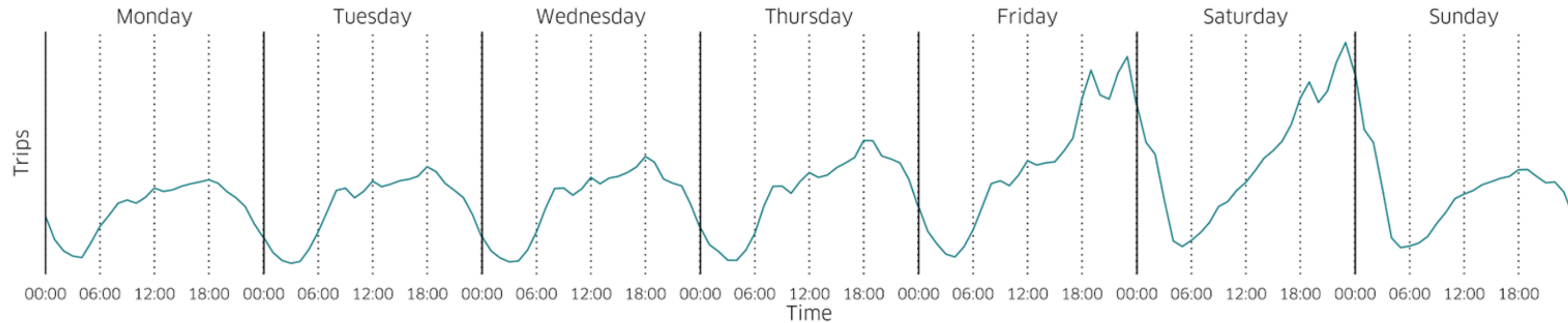
UBER IS A BETTER LATE-NIGHT OPTION IN ATLANTA



UBER IS A BETTER LATE NIGHT OPTION IN TEXAS



UBER TRIPS PER HOUR IN ATLANTA



More Options. Shifting Mindsets. Driving Better Choices:

Helping to make roads safer - for everyone

U B E R



The future

Using technology to improve safety



ACCELEROMETER



GPS



GYROSCOPE

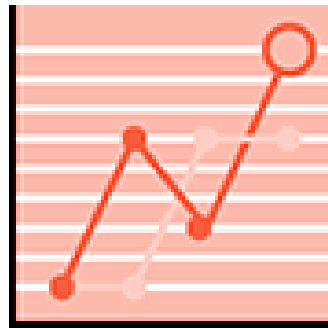


RADIO

MEDIA

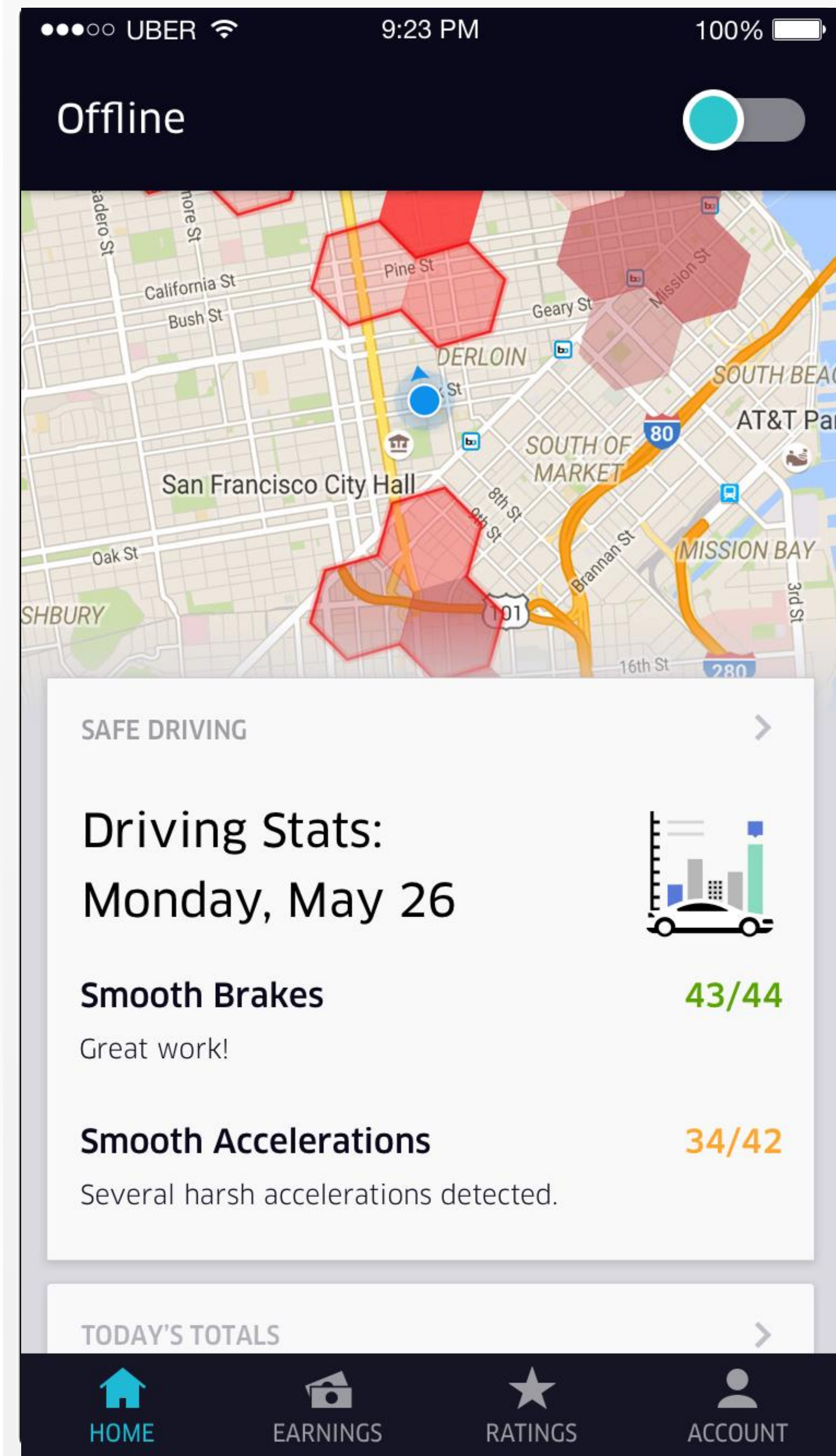
11:02

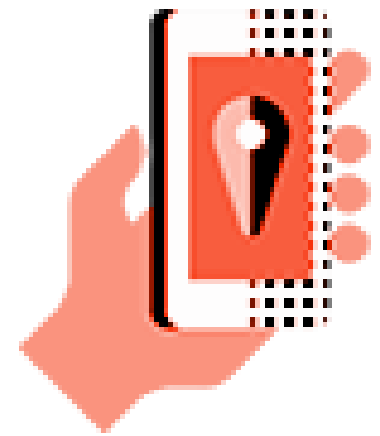




Smooth Driving Stats

Daily report to drivers about how their driving patterns compare to city averages with tips on how to provide a smoother, safer ride

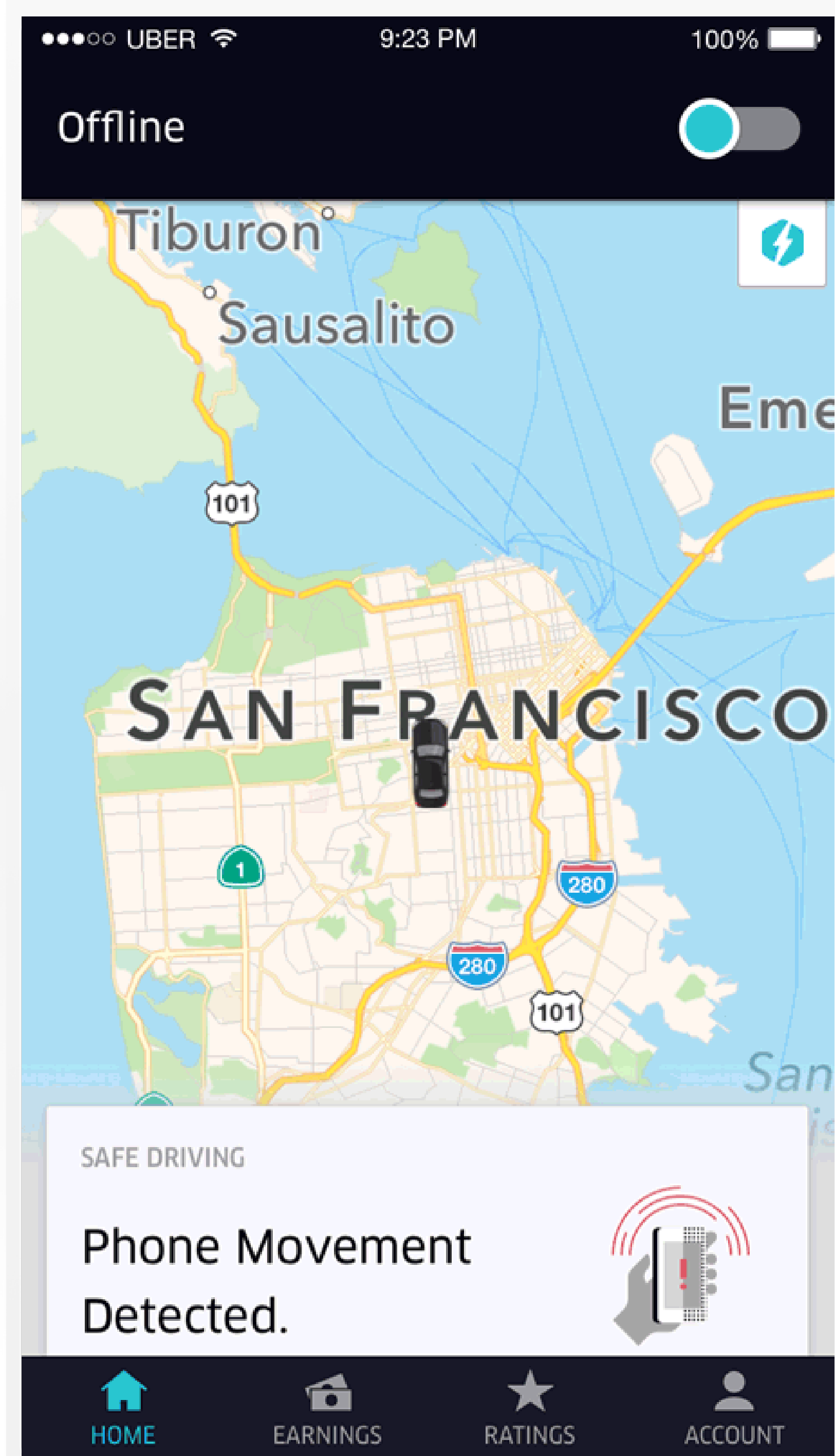


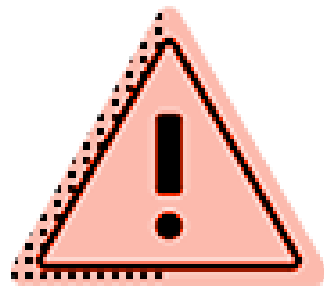


Phone Movement

Reminders in the driver app after the trip encouraging them to mount their phone on their dashboard

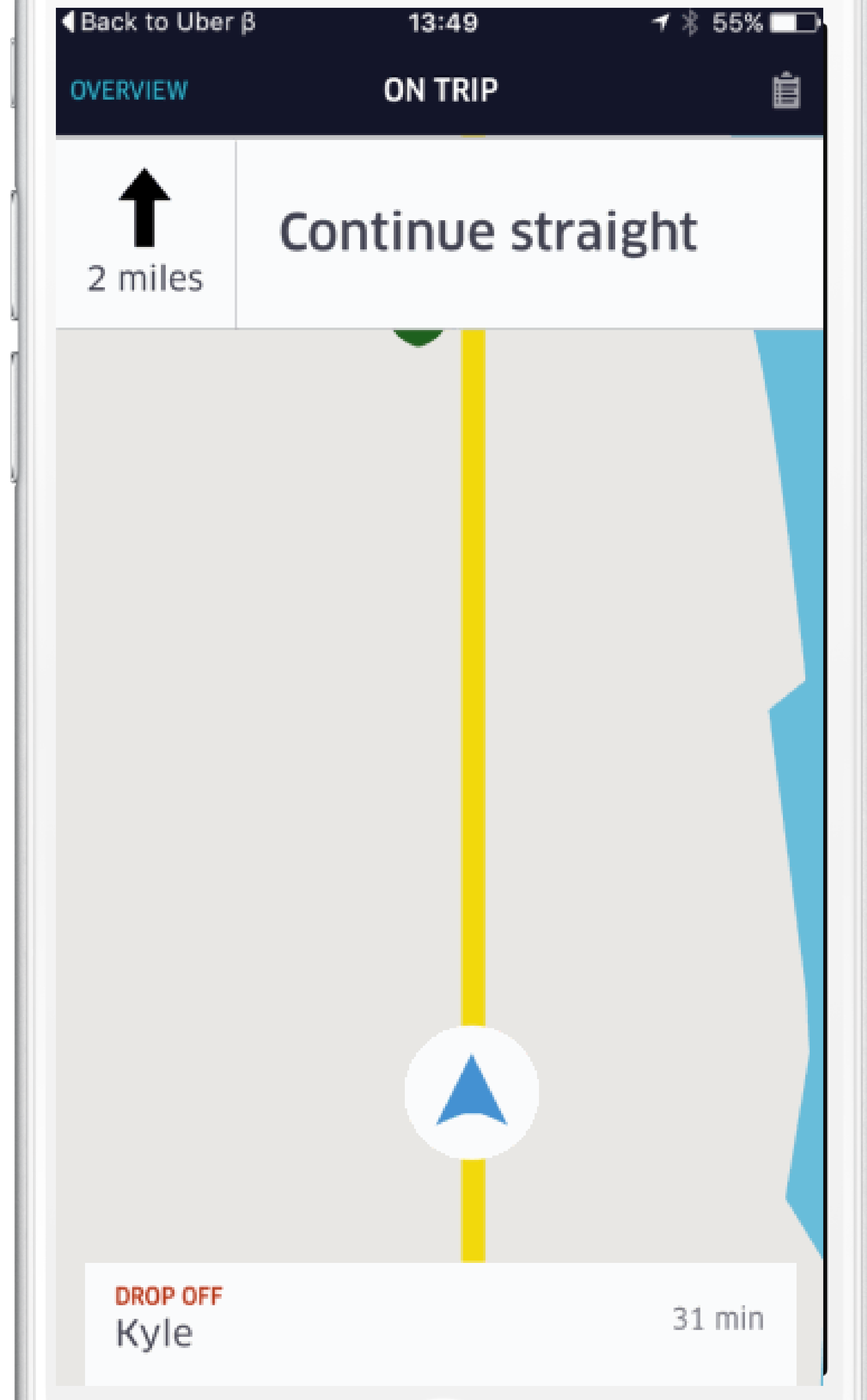
- Reminders show up only if we detect they were holding their phone while driving.
- 5% reduction in phone movement in 20 cities where this was tested.





Speeding Alert Pilot

Speed display in the app that shows when drivers are driving excessively fast—particularly on highways.

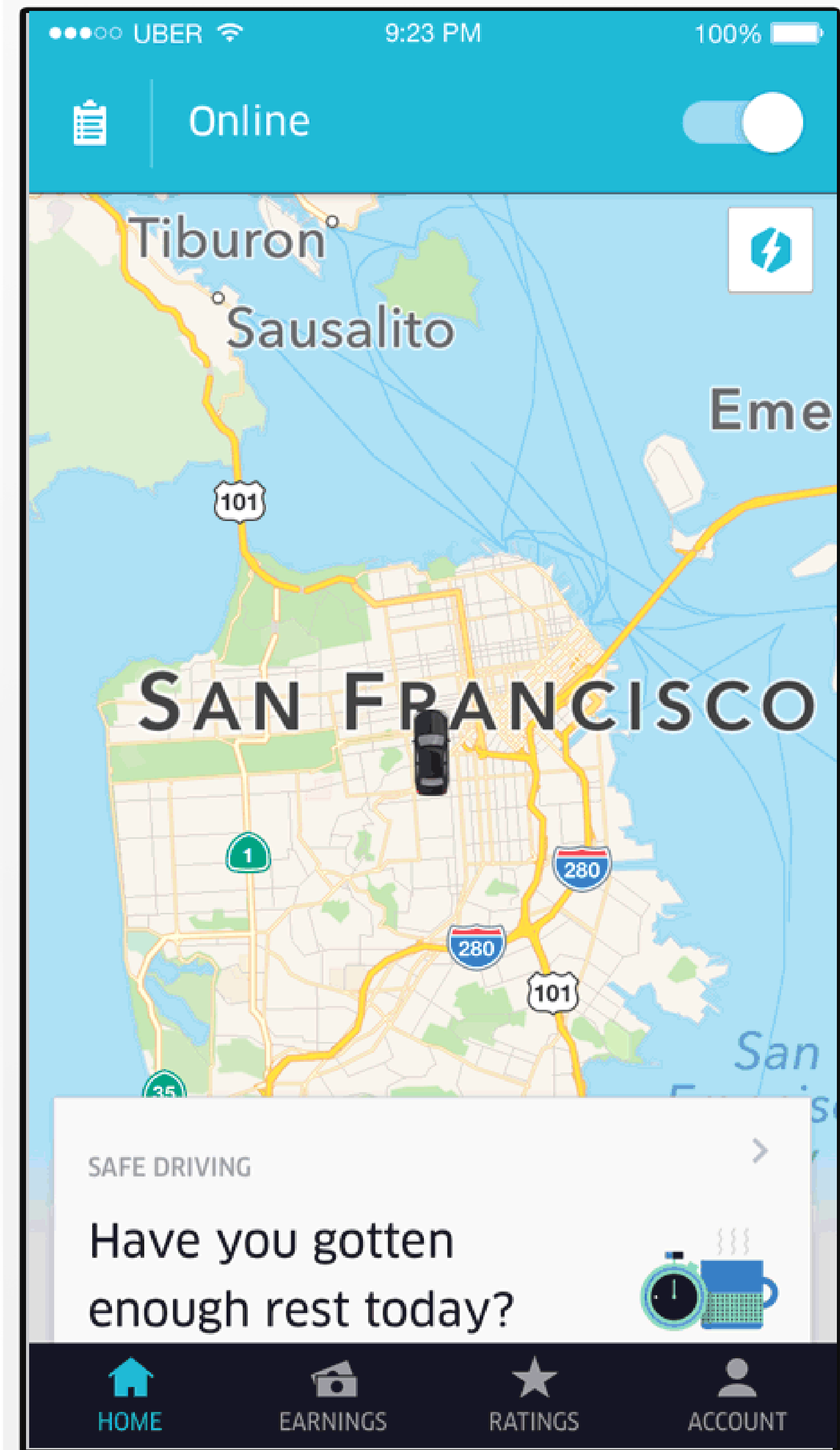




Recharge Reminder

Reminders to drivers that's important to recharge and rest.

- Pilot launching in 20 cities in US, Asia and Europe.



Safety is built into every trip



We are committed to the safety of everyone using Uber. Our technology ensures safety for riders and drivers before, during, and after every ride in ways that were not possible before smartphones and the Internet.

Thank you

Guy Levin

Public Policy, EMEA
guy@uber.com

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The Uber logo is displayed in white, bold, uppercase letters on a black rectangular background. The background of the entire slide is a photograph of a woman in blue overalls walking across a city street. A vertical green patterned bar is on the right edge.

UBER