



Everyone's Private Driver

Uber Fact Sheet

Uber basics

- Uber began in San Francisco in June, 2010; currently it's in 215+ cities worldwide
- Uber is a technology company with a smartphone app that connects riders with drivers; Uber does not own or operate cars or employ drivers
- Uber's goal is to facilitate the safest, highest quality and most reliable transportation options at multiple price points with the fastest response time

What is Uber's footprint in Michigan?

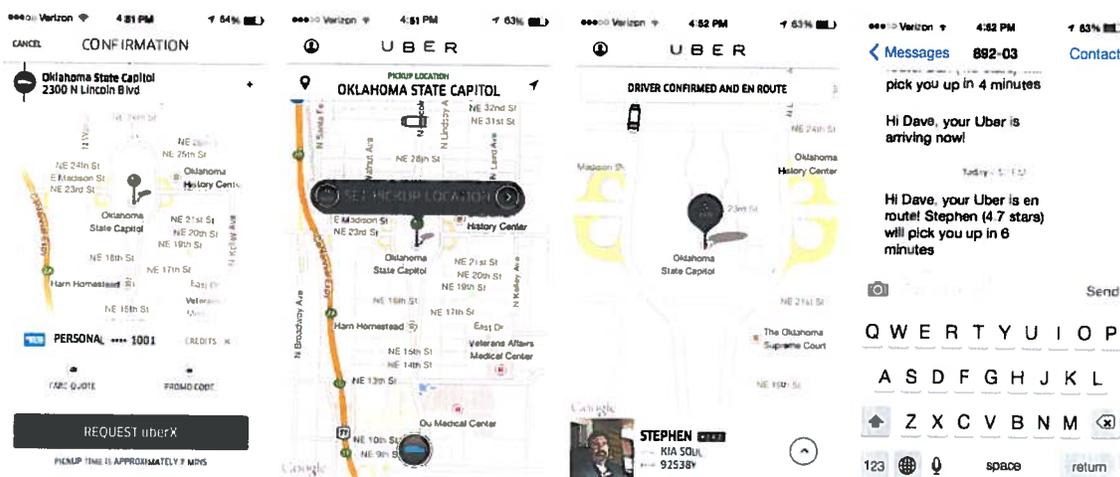
- Uber launched services in the metro Detroit area in March 2013; Ann Arbor in April 2014; and Grand Rapids, Lansing/East Lansing, Kalamazoo, and Flint in July 2014.

Who is providing the transportation?

- UberBLACK trips (sedan and SUV) are completed by commercially licensed and insured limousine companies within the state of Michigan.
- uberX ridesharing is a recent innovation that allows drivers to use their own cars and choose their own hours
 - Every driver undergoes a rigorous background check, which includes driving record review and a national criminal database search, to ensure that riders are connected with the safest rides on the road. These checks exceed all Michigan taxi/limo requirements.
 - Each partner has personal insurance in compliance with Michigan law and is also covered by a commercial \$1mm excess liability policy that complies with the Michigan Insurance code. Every trip coordinated through the Uber app is covered by this insurance at a level equal to or higher than standard Michigan commercial insurance requirements.
 - Each driver goes through quality training to make sure that clients are only receiving the highest quality rides; feedback is collected on every trip to maintain high quality

How does Uber work?

- Riders request on-demand transportation through the Uber app, by selecting the type of service based on the price point and quality level they desire
- The request is sent to the nearest qualified driver, who is then provided the rider's pick-up location. Riders see a picture of the driver, their vehicle type and license plate number, and live location on a map.
- The price of the trip is based on time and distance, with a minimum fare built-in. As the trip is completed, riders receive a receipt in their email.



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What is the cost?

- uberX is typically 15% - 40% cheaper than a local taxi
- UberBLACK is typically about 20%-30% more expensive than a local taxi
- To see rates, riders can select the product in the app and tap the vehicle button to reveal the pricing structure. Price is based on time and distance, with a minimum fare built-in
- Riders can also use the Fare Estimator and the Fare Split feature in the app to estimate trip costs and seamlessly share the fee with other passengers

Why is Uber so popular?

- Consumers get:
 - **High quality transportation** with the fastest response time
 - **Access to reliable and convenient** transportation options
 - **Great customer service**, transparency in pricing, seamless and cashless payment
 - **The safest option available** – fully vetted drivers, far less anonymous than a street hail; passenger, driver and trip securely tracked; all rides are rated to ensure top-quality.
- Drivers get:
 - Uber's technology platform benefits our partners by lowering their **operating expenses and increasing their revenue**
 - Uber improves the quality of life for drivers:
 - Cashless and GPS tracked system creates a **safer environment for drivers**
 - Drivers choose their own hours, this flexibility creates **more time for their family and loved ones and for other pursuits**
 - Provides an opportunity for underemployed partners to **supplement their income** and fully employed drivers to **earn extra money in their spare time**
- Cities get:
 - **Reduced DUIs:** In Seattle, we measured a 10% decrease in DUI arrests due to Uber's arrival. In Philadelphia and Pittsburgh data shows a similar decline in drunk driving arrests following the start of Uber's operations
 - **Economic development:** Uber has created a new market generating thousands of new, well-paying driver earning opportunities in Michigan.
 - **Environmental impact:** Uber provides more transportation choices for residents making a car-free lifestyle easier for riders and carbon reduction goals easier to attain for cities
 - **Neighborhood coverage:** Reliably covering all neighborhoods, particularly communities traditionally underserved by transportation options
 - **Reduction in car congestion:** Uber eliminates more single occupancy vehicles
 - **Easier accessibility for visitors:** Uber is used in 215+ cities globally. Visitors expect Uber to be there when they open their app in Michigan.

Michigan is a perfect fit for Uber - a progressive, consumer-friendly region that embraces technology, seeks economic development, and invests in innovation.