

# The Future of Urban Mobility

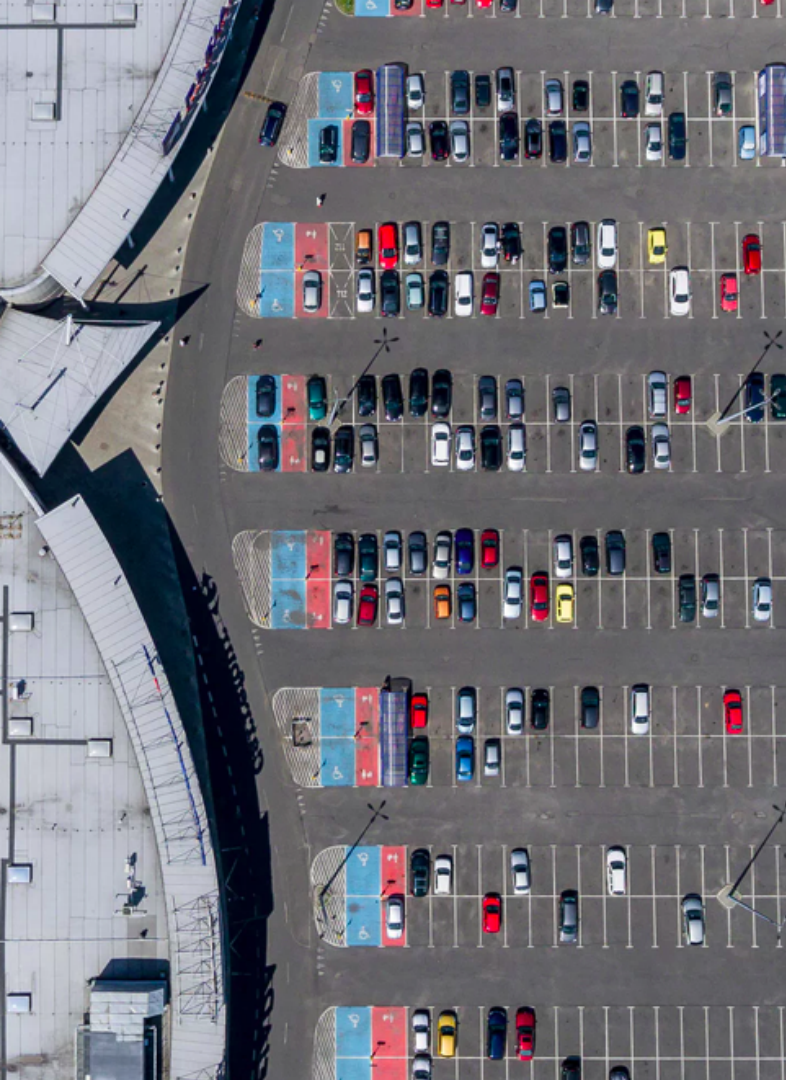
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**UBER**



More than  
1.2 bn cars...



...sit idle 95% of  
the time





NO

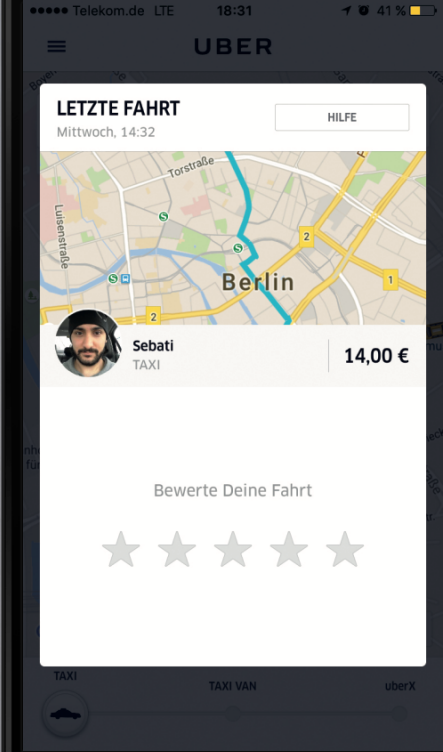
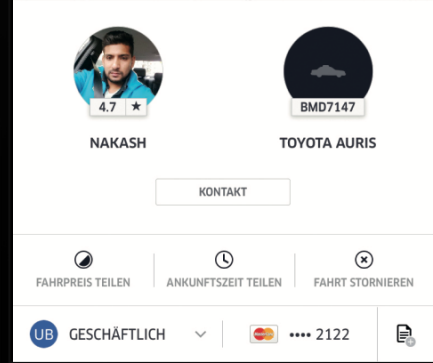
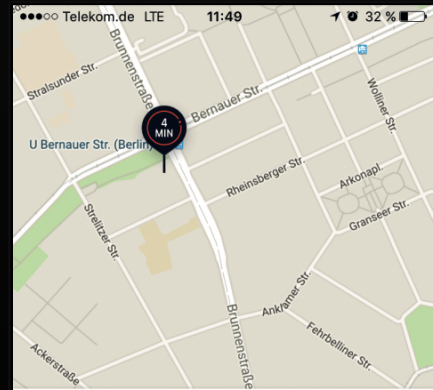
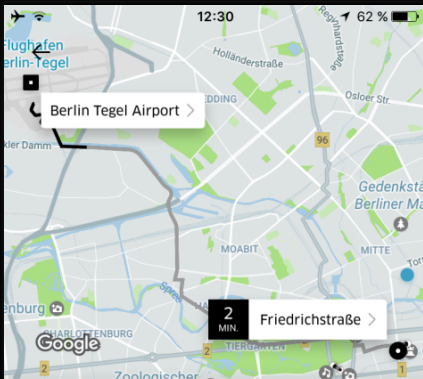
ED

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**600+**

Cities

**77+**

Countries

**10M+**

Trips per day

**2M+**

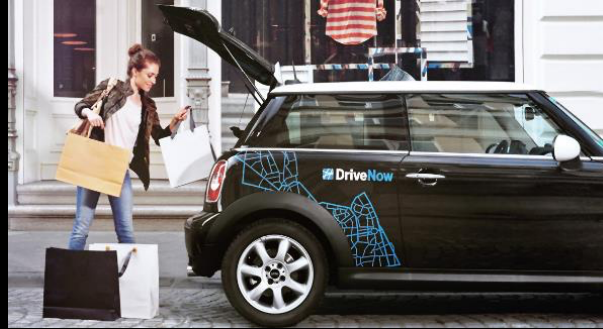
partner drivers

**5+ Billion**

Rides completed



**Increased  
ecological awareness**

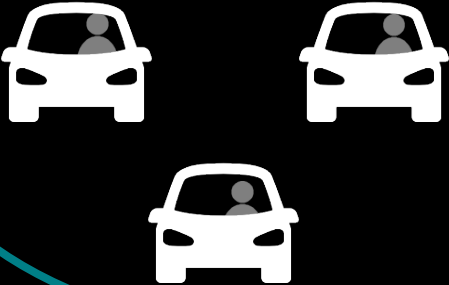


**Cars are no longer  
a status symbol**



**Smartphone as  
new mobility hub**

**Private  
transport**



**Car-/Ride-Sharing**



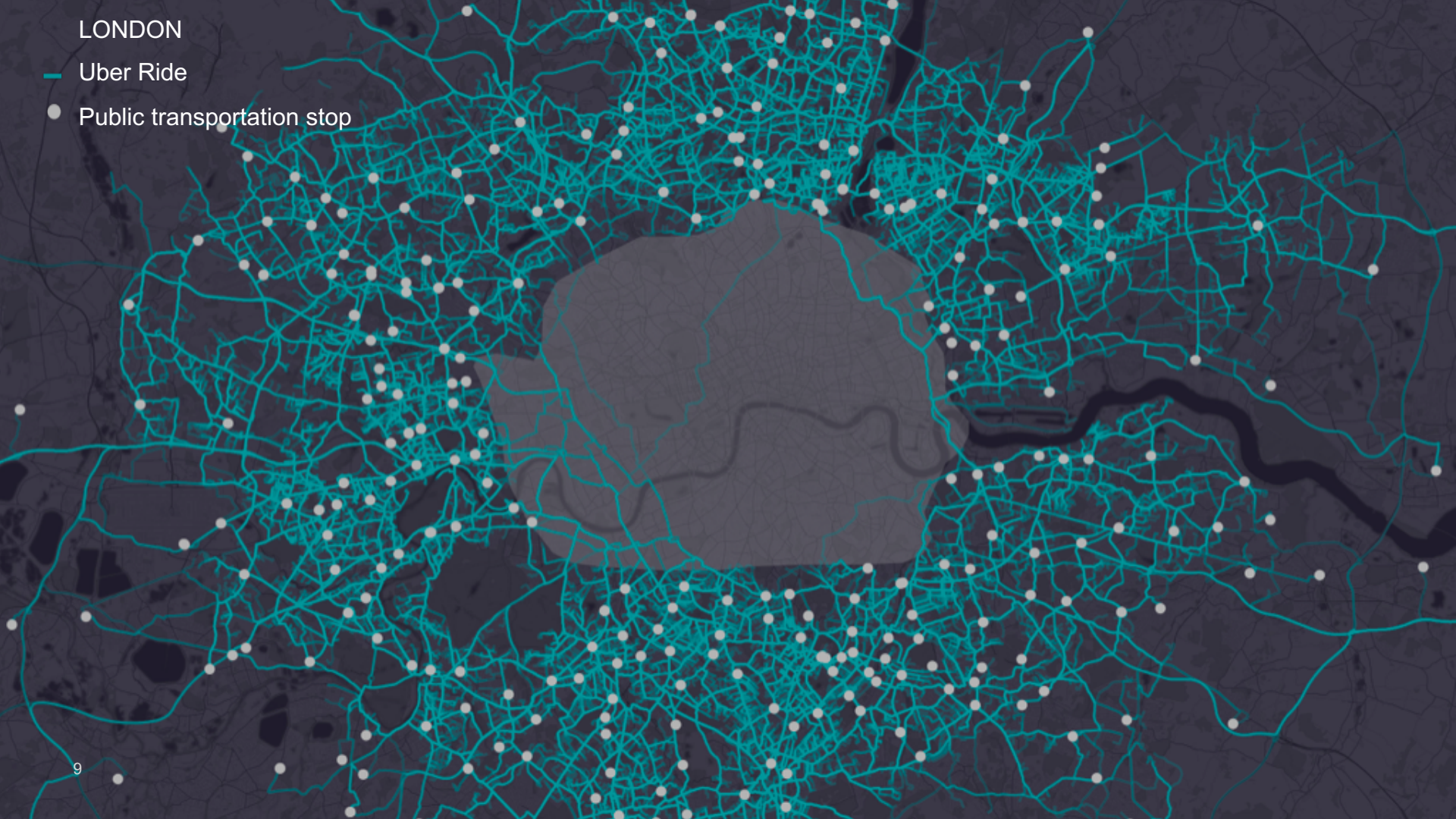
**Public  
Transport**



LONDON

Uber Ride

Public transportation stop

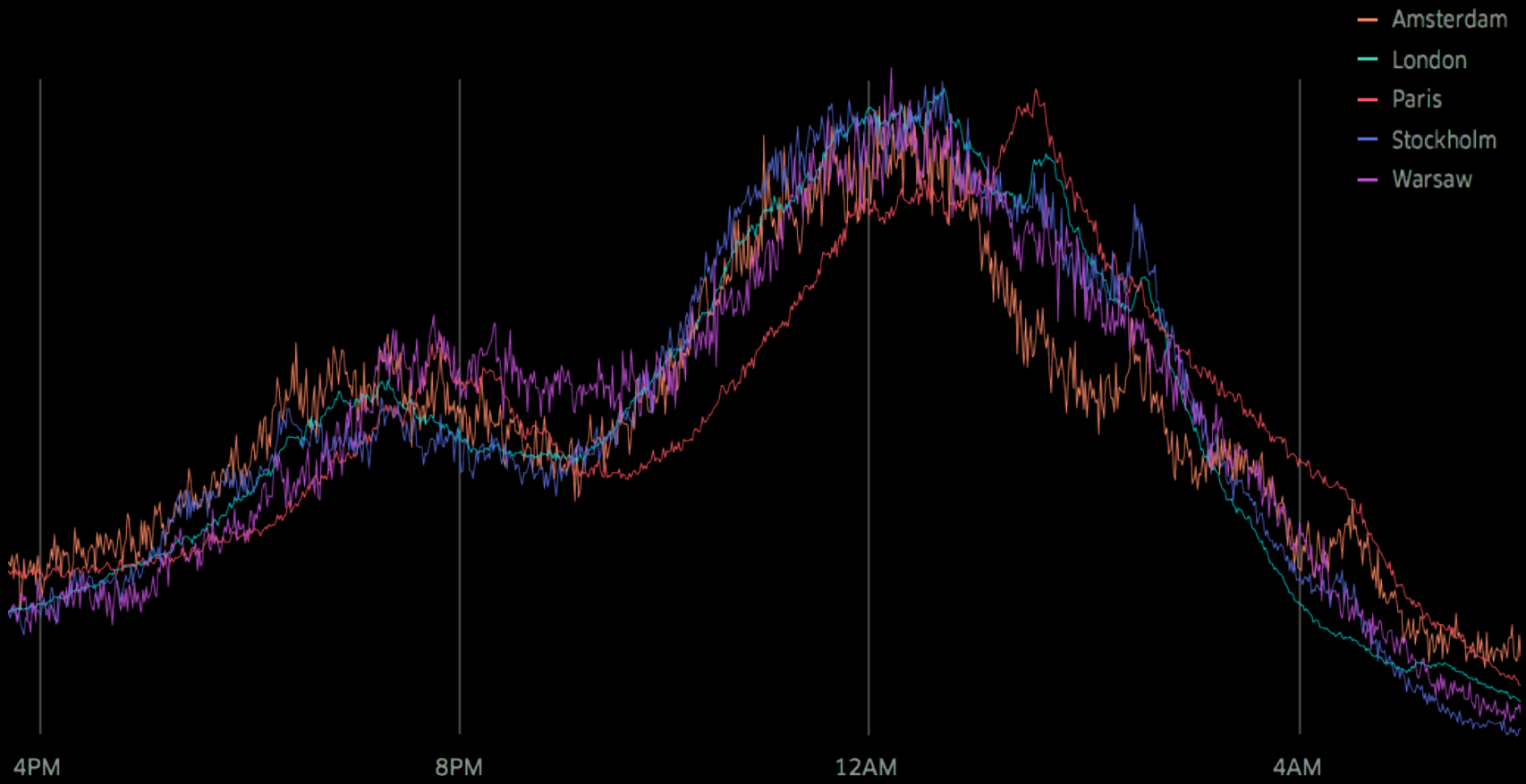


# Extending the Night Tube

Decreased pickups

Increased pickups





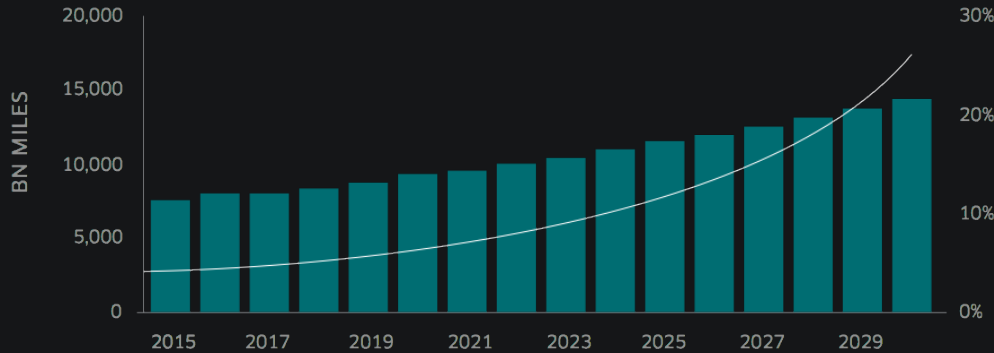
# UberPOOL in +60 cities

- Less miles driven
- Less fuel consumption
- Less carbon emissions



## Miles traveled & shared miles

FORECASTS FOR MAJOR REGIONS



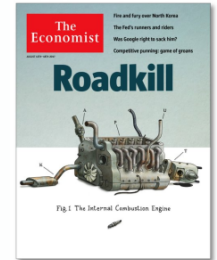
Today ride-hailing accounts for 4% of all miles driven globally. By 2030 it will be 25%

Experts: future of mobility is **shared**, **electric** and **automated**



McKinsey&Company

Goldman Sachs





SHARED



ELECTRIC



AUTOMATED

**Ridesharing helps EV adoption,**  
EVs help ridesharing expansion

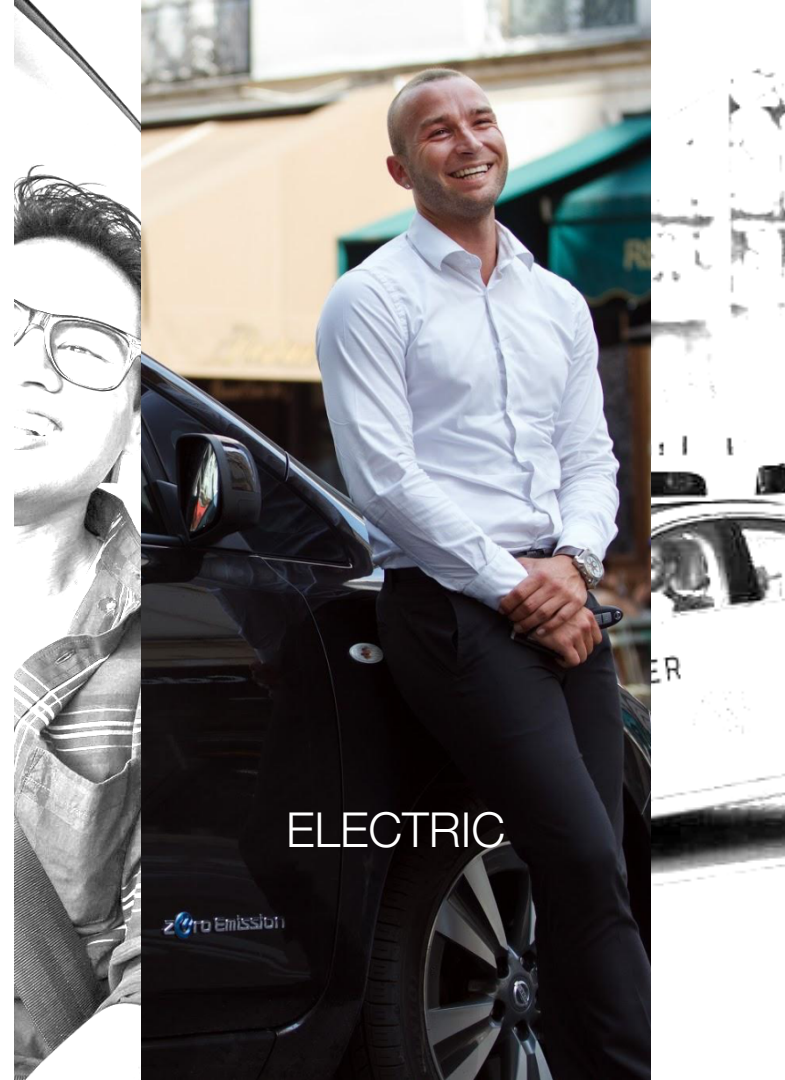
**Electric vehicles <1% global new car sales**  
after decades of government spending ... **today,**  
**a hundred EVs on Uber's network can serve**  
**100,000's of riders**

### EV Pilot Cities

Amsterdam  
Cape Town  
Johannesburg  
Lisbon  
Zurich

London  
Madrid  
Paris  
Singapore

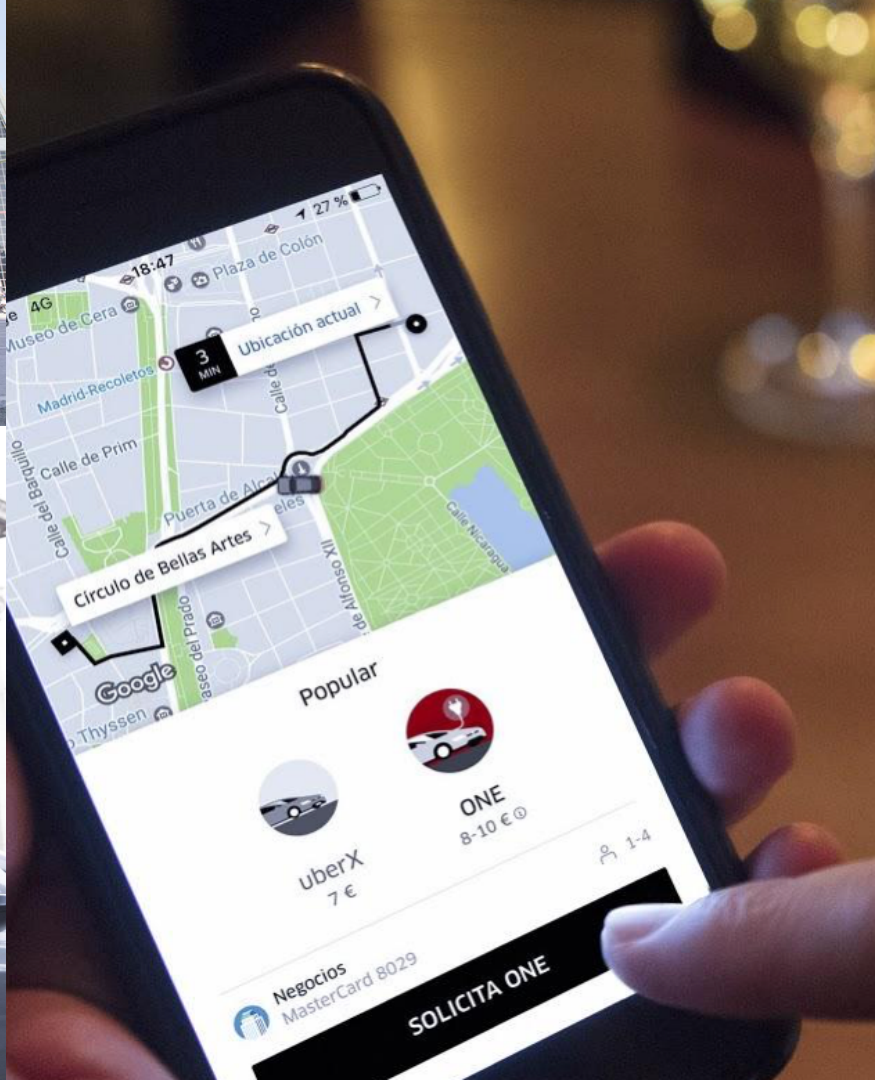
Portland, OR  
...& more...  
Munich (soon)



ELECTRIC

2010 Emission

Madrid, SPAIN



Lisbon, PORTUGAL



London, UK



8  
News

## Uber launches first fully electric car fleet in bid to cut air pollution

Clean  
London

Evening Standard Special Investigation

Joe Murphy Political Editor

UBER today unveiled its first fully electric cars in a bid to show it can be greener than traditional black cabs.

Around 50 battery-powered cars will be working on the capital's streets by the end of September, the app-based ride service announced.

They will be monitored in a three-month study by the Energy Saving Trust to see whether a full-scale fleet of electric vehicles is feasible in London. It will look at driving patterns, the number of charging points and costs.

The move opens a new front in the company's battle against taxi drivers and Transport for London bosses, who have cited pollution fears as a reason to limit the Uber-fuelled upsurge in private hire vehicles in the capital.

TfL says the number of private hire



drivers has grown from 59,000 in April 2010 to about 100,000.

"We are determined to use technology to help tackle the challenge of air pollution in London and across the UK," said Uber's UK boss Jo Bertram.

The firm struck a deal with car manufacturers BYD and Nissan to provide cars in London and at least one other UK city at a reduced rate.

Passengers will not yet be allowed to stipulate whether they want an electric car or not, but if electric vehicles take off the option may be added later.

Green campaigners have welcomed the scheme. Alan Andrews, a lawyer at ClientEarth, said: "This is a step in the right direction. Taxis and the private hire vehicle industry need to commit to phasing out dirty diesel vehicles in the UK's most polluted towns and cities." Poppy Welch, of Go Ultra Low, said: "We're pleased to see such well-known company embrace electric vehicles."

Uber is not the first firm to use electric cars but it is the biggest. It says six in 10 of its journeys are already in low-emis-



Automated mobility promises dramatic efficiency gains in the future ... **so we're real-world testing today**

### **Automated UberX: Pittsburgh & Phoenix**

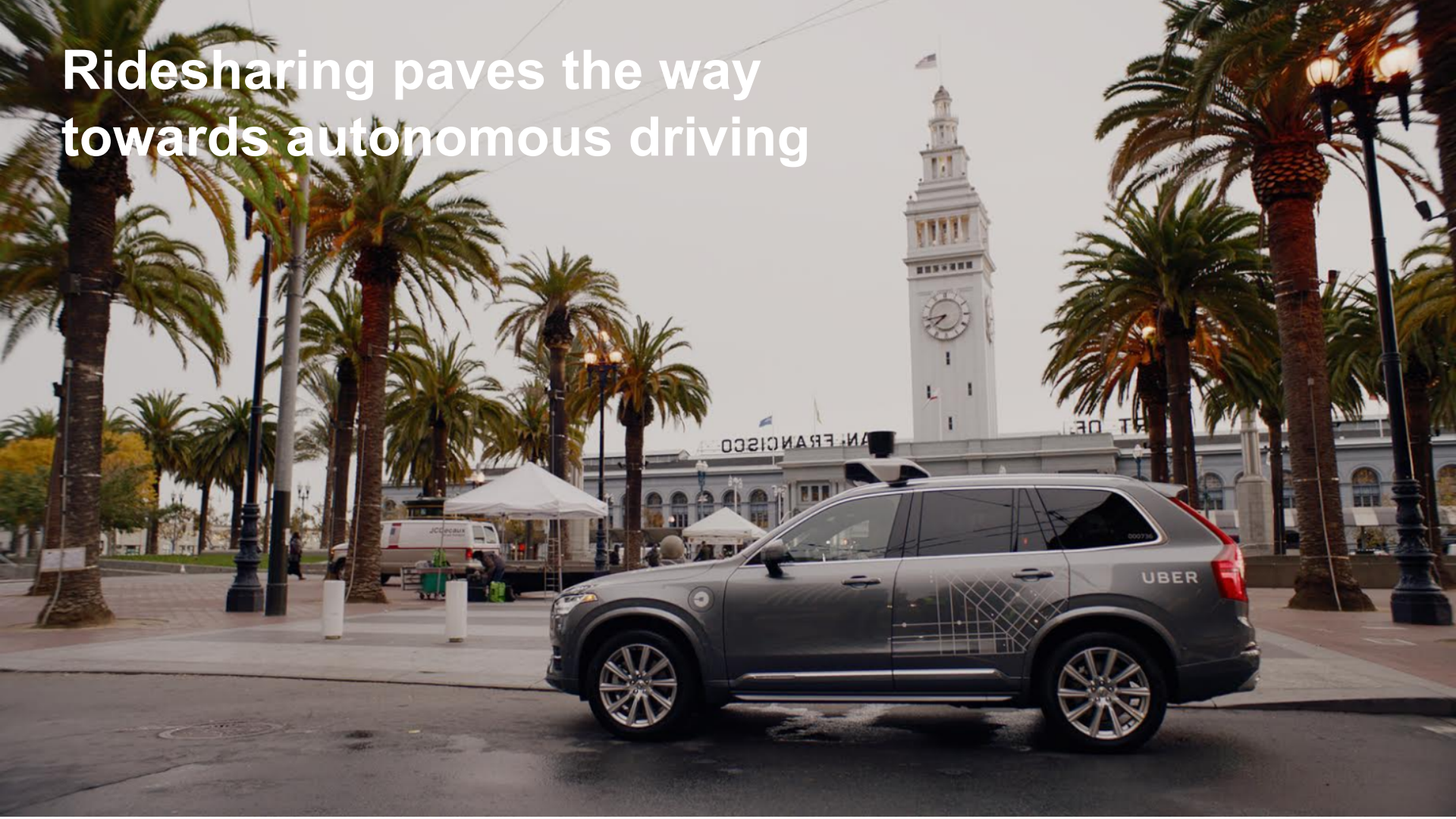
- **Over 1M miles**
- **Over 30,000 riders**

Automated heavy duty trucks & light-duty cars testing on CA roads



AUTOMATED

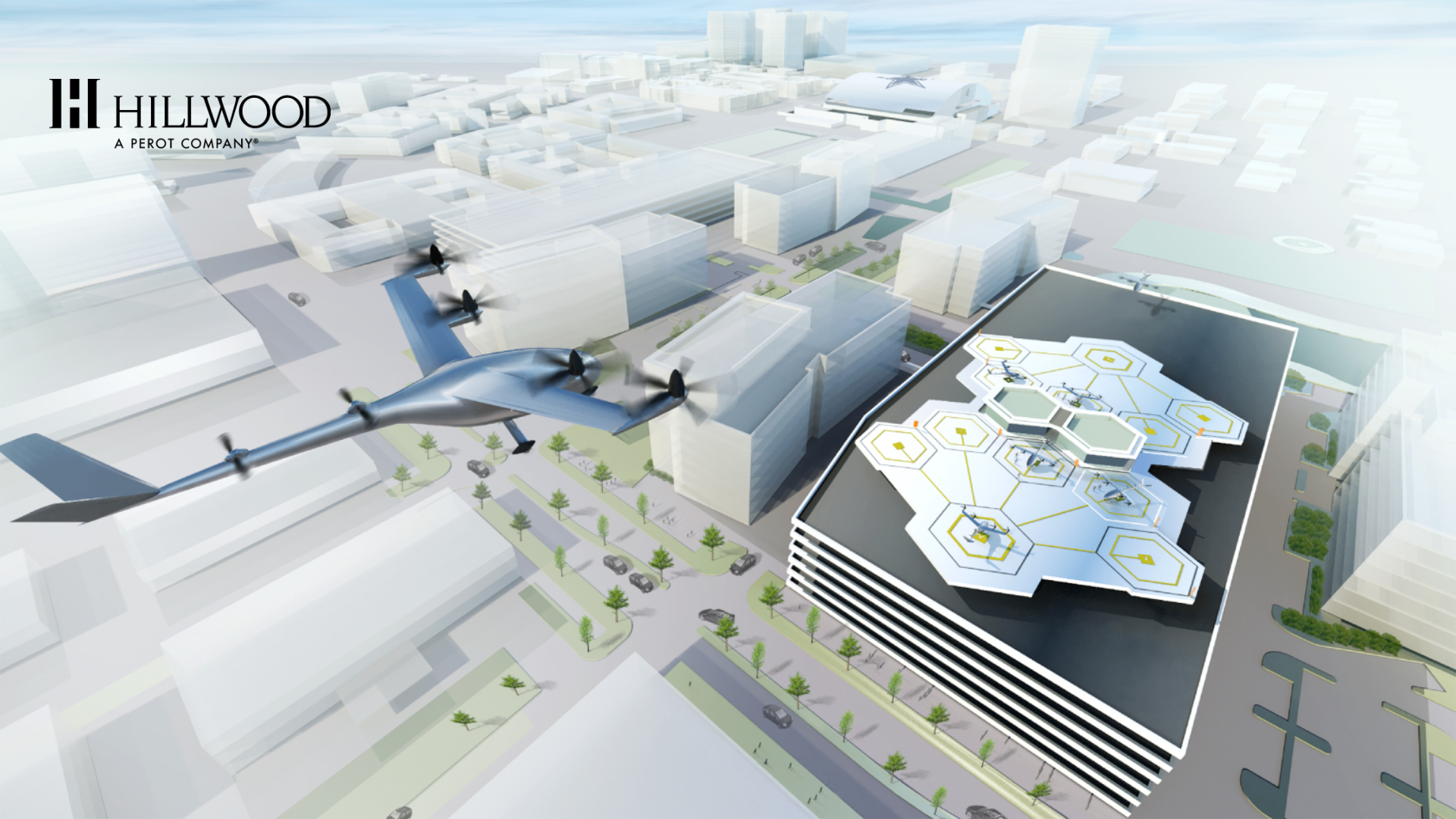
# Ridesharing paves the way towards autonomous driving

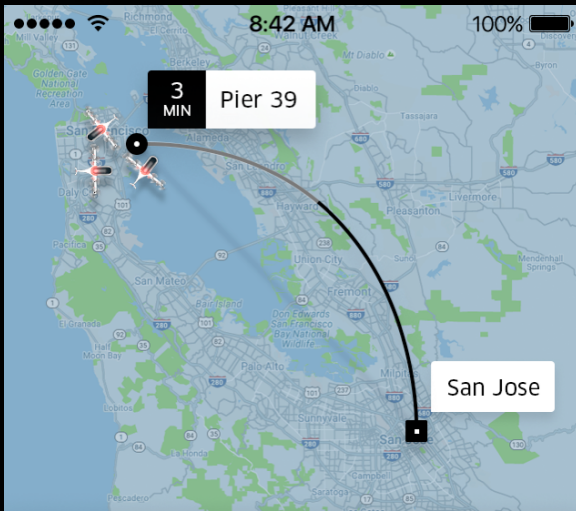


# Autonomous driving revolutionises logistics



**H** HILLWOOD  
A PEROT COMPANY®





Economy



UberAIR  
9:03am ⓘ



uberX  
10:02am

☎ 4321

👤 1 🗺

REQUEST



VTOL

9:03am

- 1 Take uberX to Skyport  
4 minutes
- 2 Fly UberAIR  
15 minutes
- 3 Take Elevator to 9th Floor  
2 minutes

REQUEST

An aerial photograph of a city street. The left side of the image shows a street with several multi-story buildings, mostly in shades of grey and brown. The right side shows a row of colorful buildings (red, orange, yellow) with green roofs, interspersed with lush green trees. In the bottom right corner, there is a green field with a baseball diamond. The overall scene is a mix of urban architecture and nature.

# Thank you!

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