



Changing urban mobility

U B E R



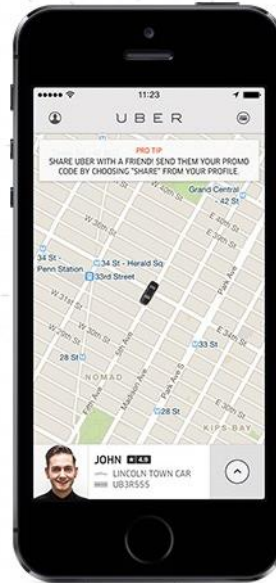
OUR STORY

Uber is everyone's Private driver.



REQUEST

Tap to select location



RIDE

Sit back and relax, tell your driver your destination



RATE

Help us maintain a quality service by rating your experience

U B E R

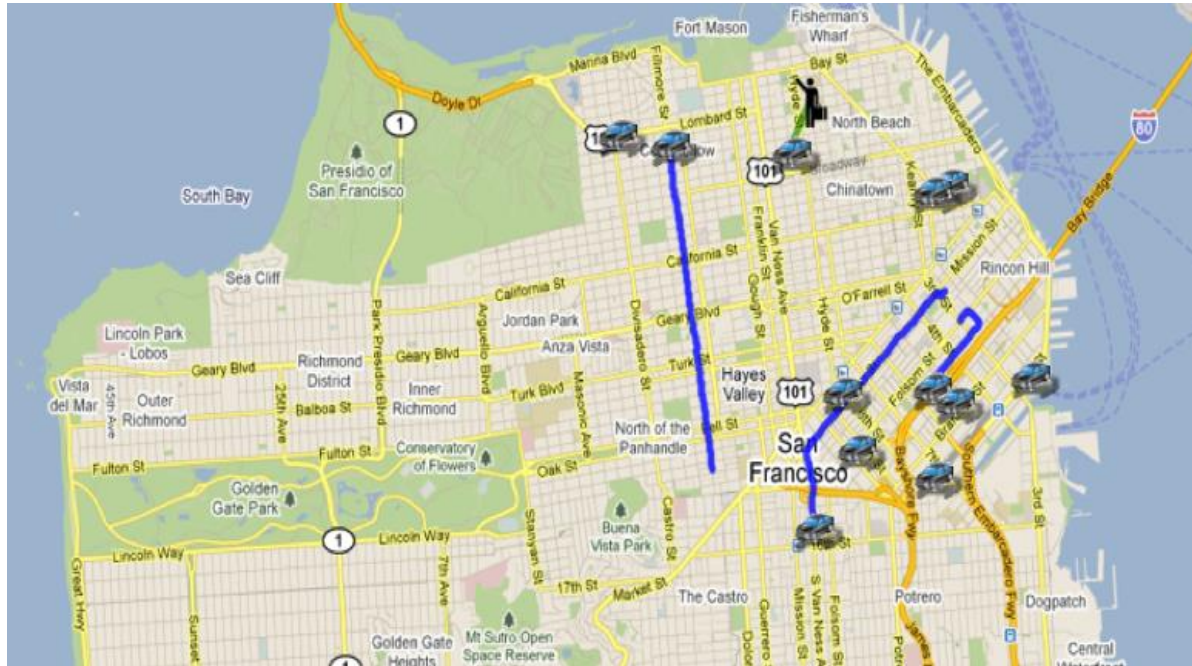
Uber's Early Beginnings

- Founded by Travis Kalanick and Garrett Camp at Le Web in 2009
- First cars on the roads of San Francisco in Summer 2010
- 2012 first European city: Paris
- First cars in Switzerland in June 2013 (#32)
- Today: 100+ cities worldwide

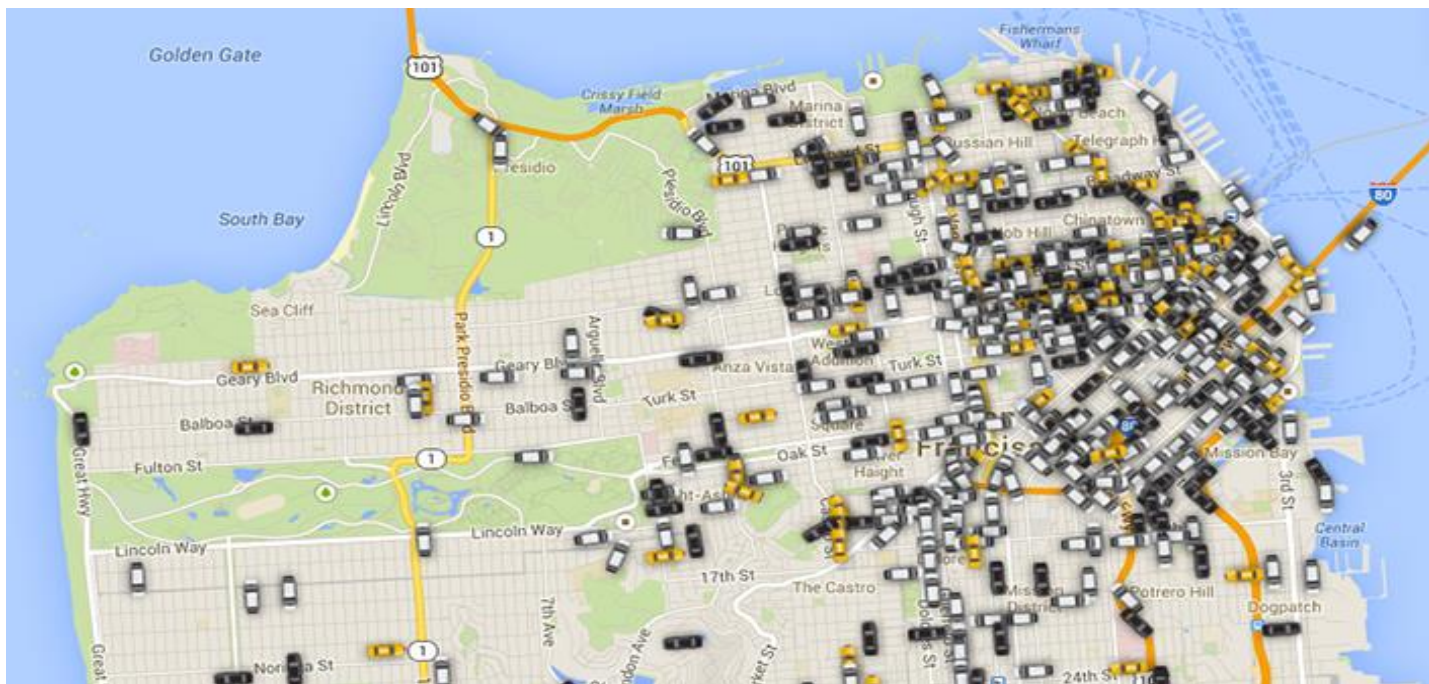


Travis Kalanick + Garrett Camp
Le Web 2009

Uber's Early Beginnings



Today...





34 COUNTRIES

100+ CITIES

U B E R

Uber**BLACK**

THE ORIGINAL



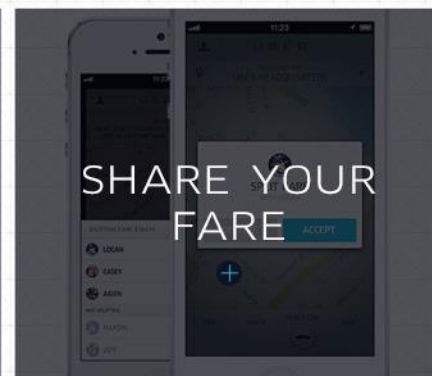
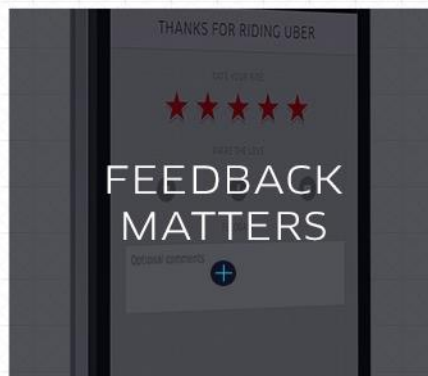
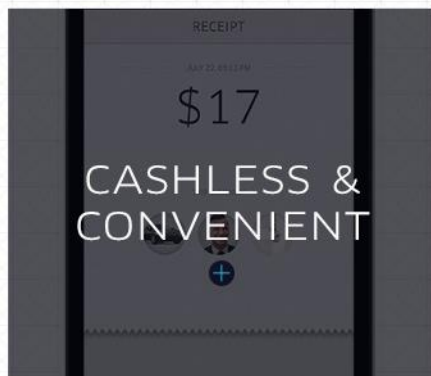
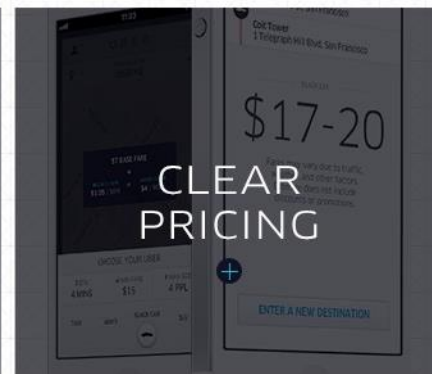
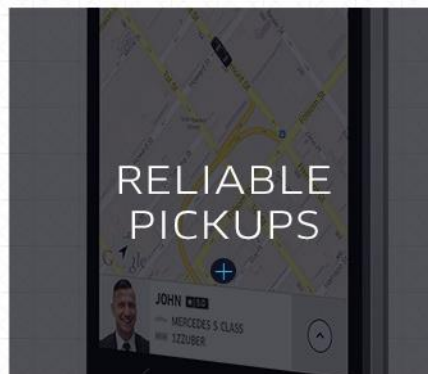
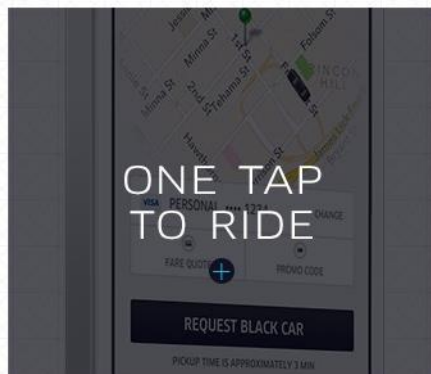
U B E R

uberX
THE LOW-COST UBER



U B E R

Features



Your Drivers



UBER QUALIFIED

Uber only partners with drivers who have a keen eye for customer service and a passion for the trade.



RIDER RATED

Tell us what you think. Your feedback helps us work with drivers to constantly improve the Uber experience.



LICENSED & INSURED

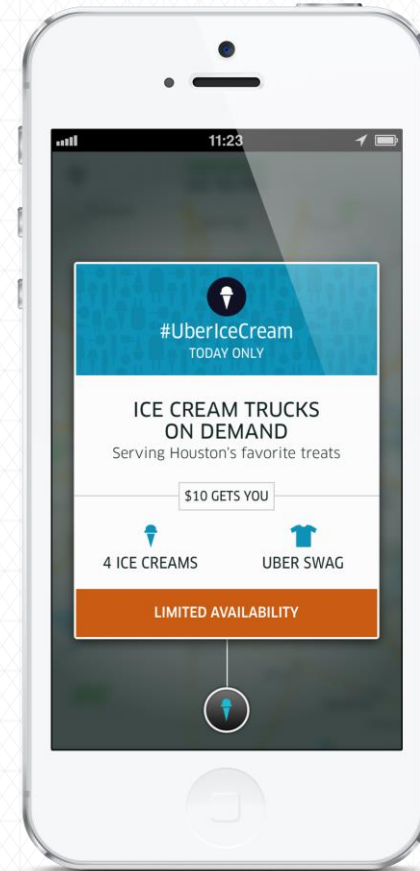
From insurance to background checks, every driver meets or beats local regulations.

Uber Ice Cream

Pure, unadulterated, marketing awesomeness

#OMGUBERICECREAM

Seven Cities
200+ Press Articles
38,000 Requests



UberChopper

Helped save New Yorkers from the long,
congested drive to the Hamptons

#OMGUBERCHOPPER

3 million social impressions
Launched in conjunction with
Uber Black car/UberSUV





#UBERVALENTINES



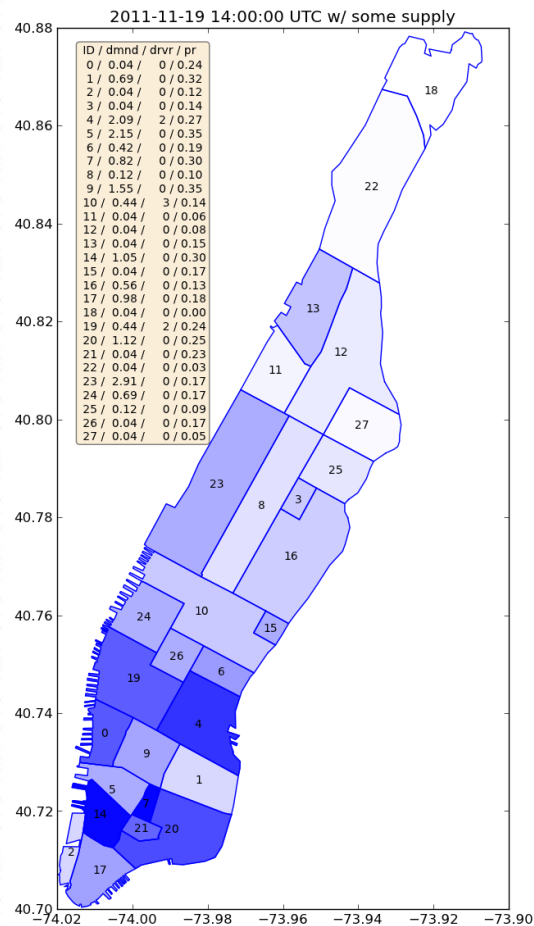
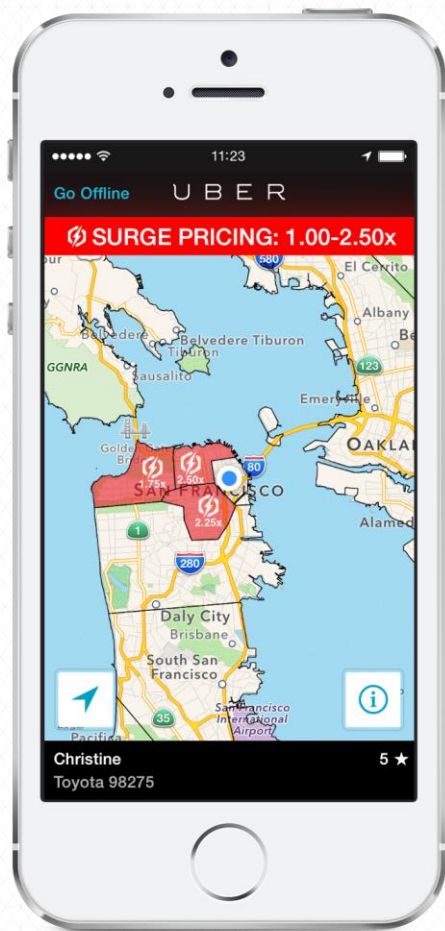
#UBERCADE

Challenges

Focus, Mobile First, User Experience, Smartphones, Reliability, Cars....



U B E R

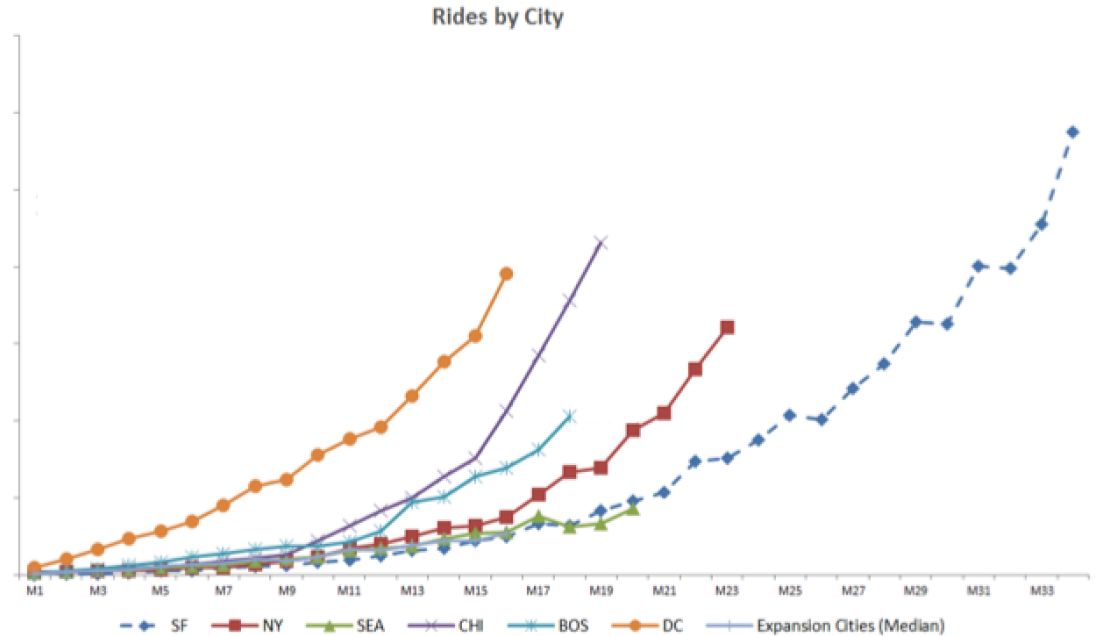


Company Growth



New City Growth

- Every newly launched city grows faster than the existing ones
- The exponential growth is also seen in existing cities that are larger
- Riders will use Uber increasingly over time



Experience that feels like magic...

