

#UBER.Illinois

Chris Taylor, General Manager - Uber Illinois

INSPIRED BY NEED



RESPONSIVE. RELIABLE. TRANSPARENT.

REQUEST

Tap to select location

—

RIDE

Input or tell your driver
your destination

—

RATE

Provide immediate feedback at
the end of each ride

—

IT STARTS SMALL...

AT SCALE

AVERAGE WAIT TIME (IN MINUTES)

SANFRANCISCO



NEW YORK CITY



CHICAGO



SYDNEY



LONDON



STOCKHOLM



MEXICO CITY



INDIANAPOLIS



DRIVING GROWTH FOR CHICAGO

>500,000 CHICAGOANS

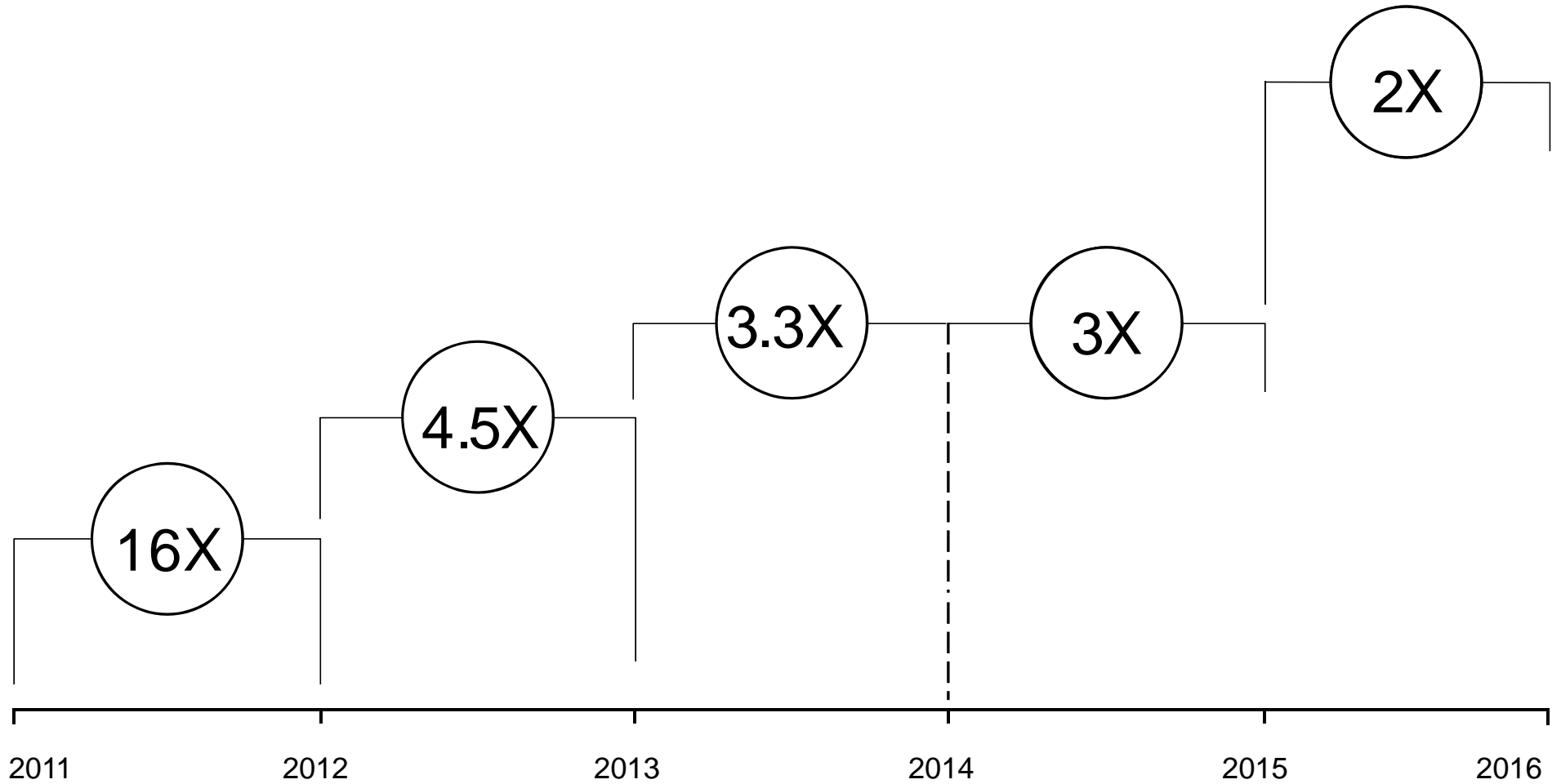
TENS OF THOUSANDS OF PARTNERS

MILLIONS OF TRIPS

GLOBAL TECH, LOCAL IMPACT

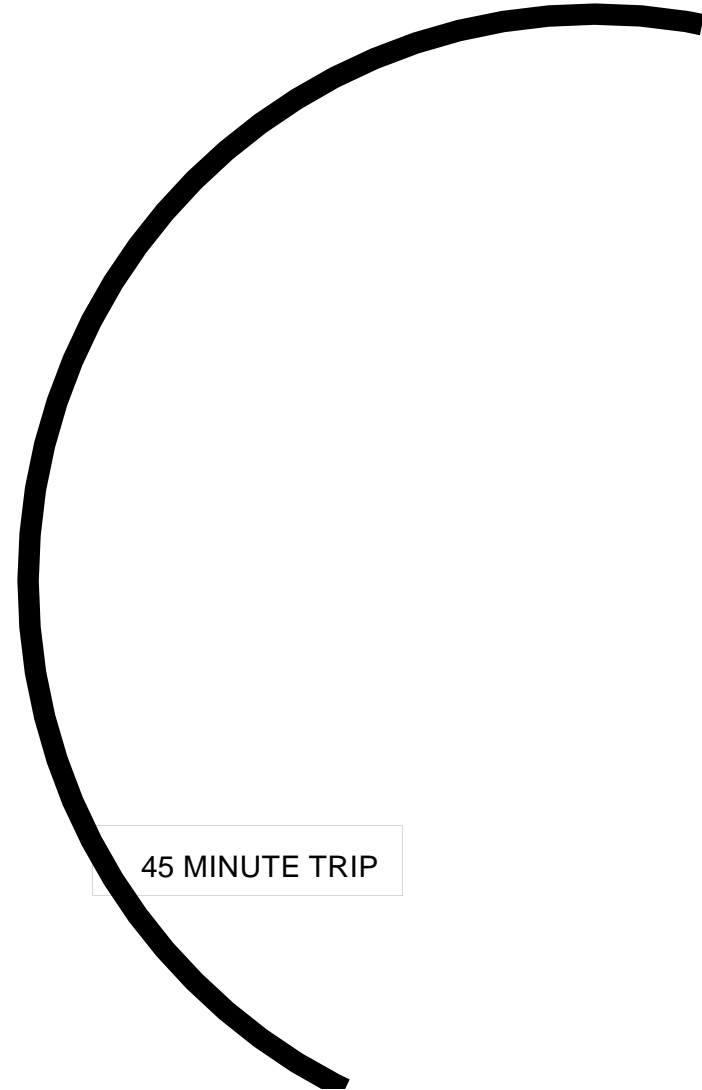
UBER CHICAGO MEETING DEMAND

Projected Active Drivers

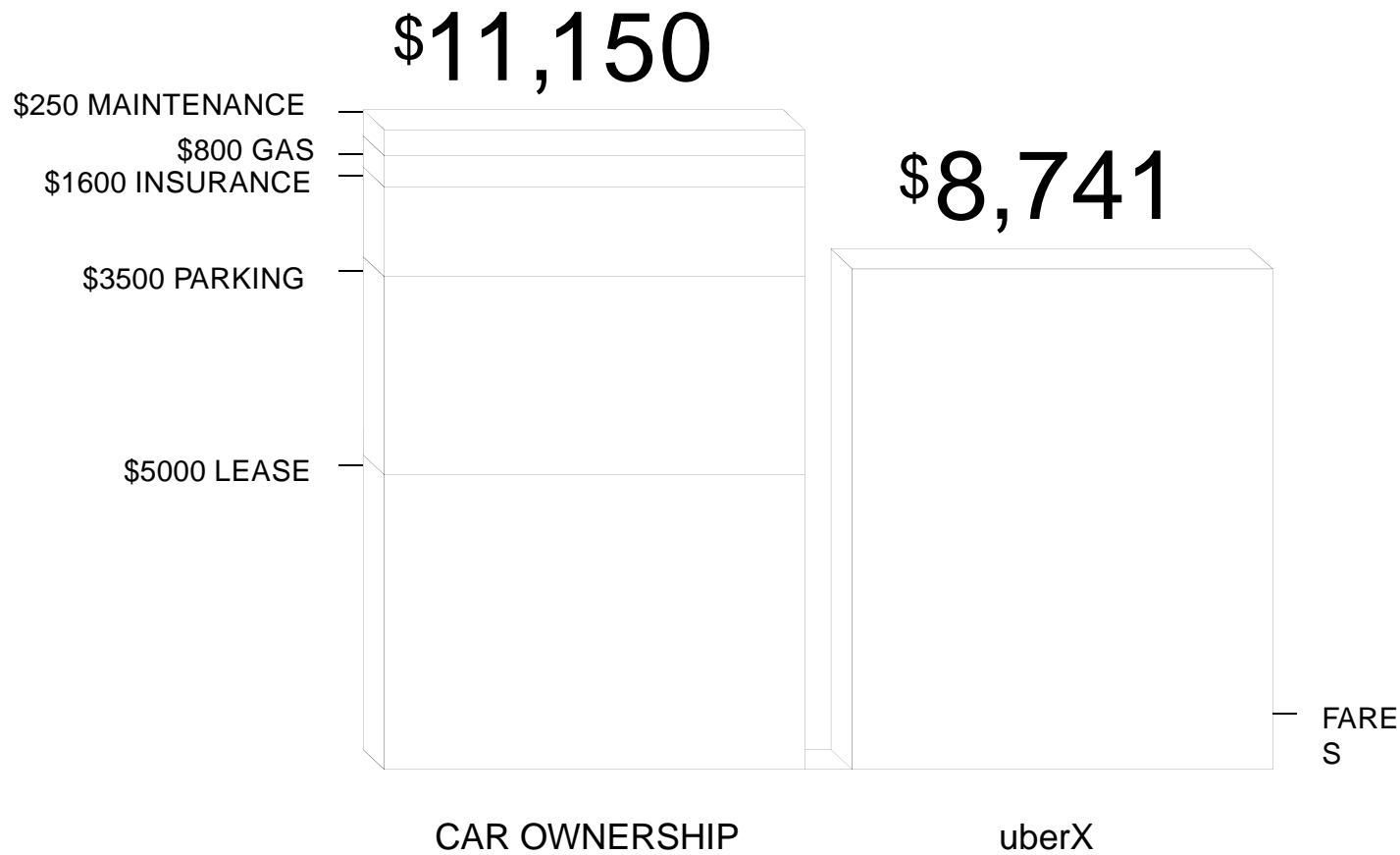


EVEN MORE COMPELLING

Loop to ORD in Traffic

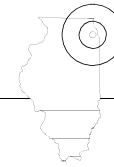


UBERX IS CHEAPER THAN OWNING A CAR



If you drive twice a day for 5,000 miles a year, you could commute via uberX and save money

UBER CITIES ARE SAFER CITIES

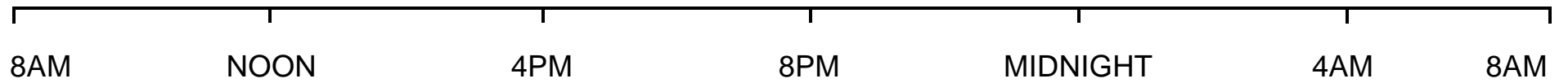


DUI incidents dropped 10%
after Uber launched in Seattle

Taxi crime reduced 20% after
Uber launched in Chicago

UBER IS A BETTER LATE NIGHT OPTION

- Completed Uber Trips
- Alcohol-Related Incidents



SMALL BUSINESS COVERAGE IN CHICAGO

1 IN 3

Uber trips started or ended
at small businesses last year
in Chicago

SERVING THE WHOLE OF A CITY

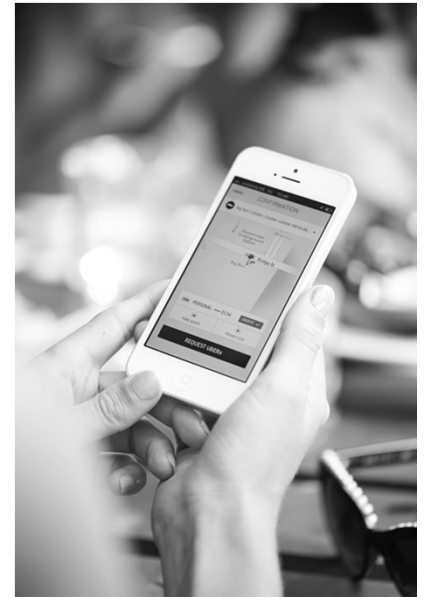
52%

Uber trips begin or end
in areas classified by the
City of Chicago as
underserved by
traditional transportation
options

#UBER.and.Illinois

Status of regulations in Chicago & Illinois

- **Chicago:**
 - Summer 2014 – TNP regulations established
 - Fall 2015 – budget including airport operations
- **Illinois:** January 2015 – statewide regulations passed
- **Focus of legislation:**
 - Ensure safety
 - Allow for innovation



Uber's approach to safety

Before the trip:

- Comprehensive background checks
- \$1M of liability insurance
- Anonymity taken away

During the trip:

- Live GPS tracking
- Cashless transaction
- Share my ETA

After the trip:

- 24/7 support
- 2 way feedback system

Far beyond what is required by law, and only the beginning

Key principles for legislation

1. Understand nuances of the business model
2. Leverage new technology to ensure safety
3. Regulate the TNP
4. Create positive outcomes: safety, choice, affordability, access, opportunity

#QUESTIONS?