#UBER.Illinois
Chris Taylor, General Manager - Uber Illinois
INSPIRED BY NEED
<table>
<thead>
<tr>
<th>REQUEST</th>
<th>RIDE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tap to select location</td>
<td>Input or tell your driver your destination</td>
<td>Provide immediate feedback at the end of each ride</td>
</tr>
</tbody>
</table>
IT STARTS SMALL...
AT SCALE
AVERAGE WAIT TIME (IN MINUTES)

SANFRANCISCO: 2.4
NEW YORK CITY: 2.7
CHICAGO: 3.1
SYDNEY: 3.4

LONDON: 3.8
STOCKHOLM: 3.9
MEXICO CITY: 4.1
INDIANAPOLIS: 4.7
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

- 2011: 16X
- 2012: 4.5X
- 2013: 3.3X
- 2014: 3X
- 2015: 2X
- 2016: (value not shown)
EVEN MORE COMPELLING
Loop to ORD in Traffic

$82
BLACK

$58
TAXI

$28
uberX

45 MINUTE TRIP
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.

Car Ownership:
- $3500 Parking
- $250 Maintenance
- $800 Gas
- $1600 Insurance
- $5000 Lease

uberX:
- $8741

Total Cost:
- Car Ownership: $11,150
- uberX: $8,741

The diagram illustrates the cost breakdown for car ownership versus UberX, showing that UberX is cheaper.
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.
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?