

MORE OPTIONS, SHIFTING MINDSETS, DRIVING BETTER CHOICES

Every day in the United States 28 people are killed in car crashes that involve a drunk driver. That's one person every 53 minutes. The latest data shows that nearly one-third of the total road traffic fatalities involved a driver with a blood-alcohol content level above the legal limit, and it's estimated that on average two-thirds of American drivers will be involved in an alcohol-related crash during their lifetime.

Drinking and driving is also one of the main risk factors associated with road traffic crashes around the globe. Ridesharing services like Uber are changing the way people think about drinking and driving. By providing a reliable ride at the push of a button — no matter the time or place — Uber is empowering people to make better, safer choices.

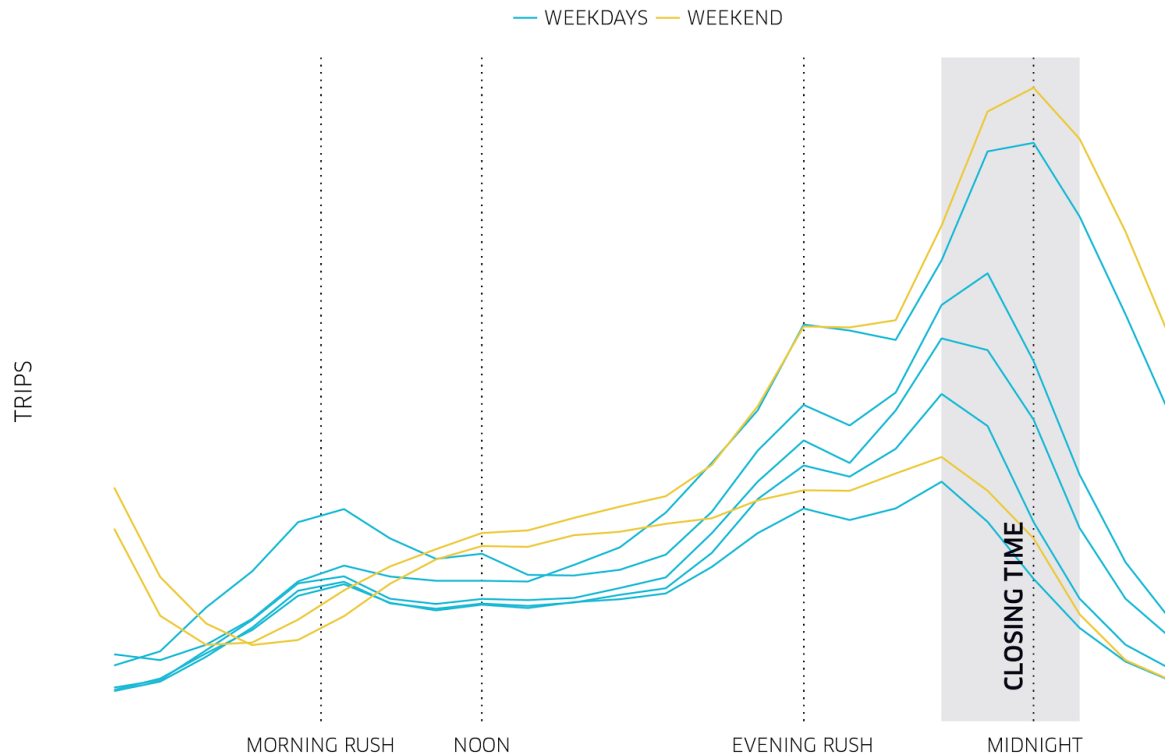


MORE OPTIONS WHEN RISK OF DUI IS HIGHEST

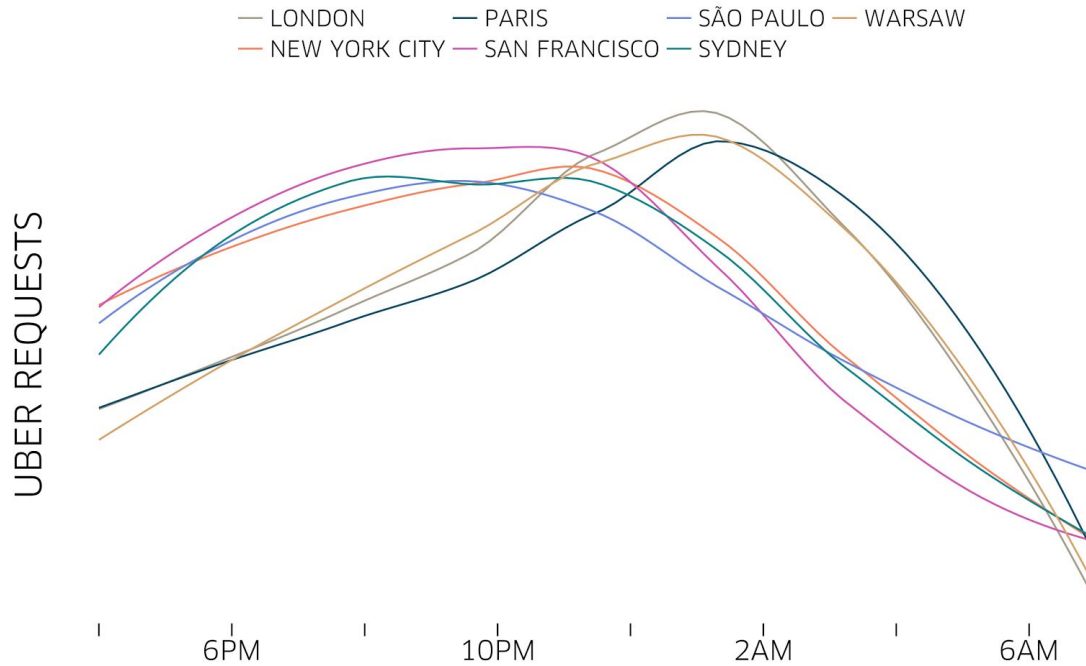
Not surprisingly, most DUI incidents happen at night and during the weekend — when it's typically hardest to get home, because in many cities public transport shut downs or is severely limited at night and taxis are also few and far between.

In fact, in most the cities where we operate, Uber's rush hour is not first thing in the morning or at the end of the day when people are getting to and from work, but late at night when bars close. Our busiest times each week are typically Friday and Saturday night.

UBER DEMAND AT NIGHT EXCEEDS RUSH HOUR DEMAND IN LONDON



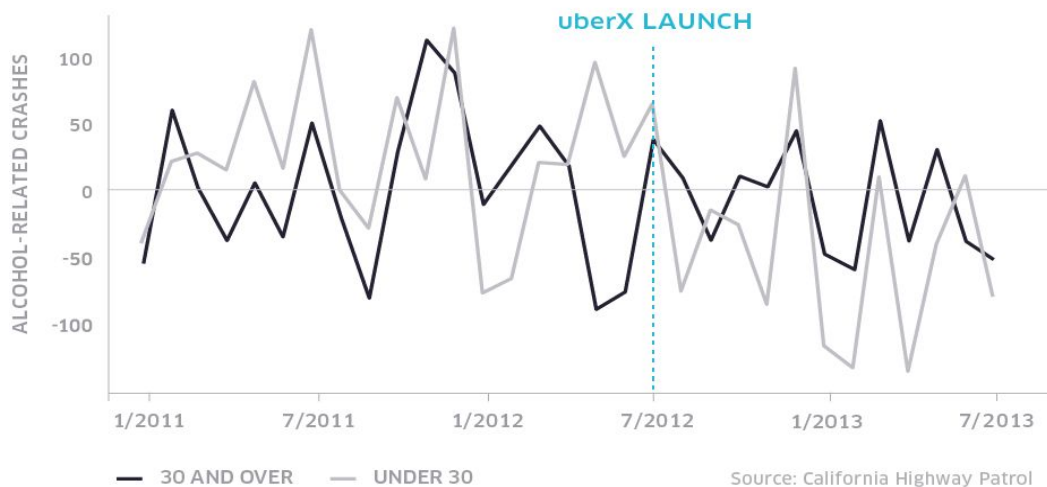
FRIDAY NIGHT: CLOSING TIME IS OUR RUSH HOUR



RIDESHARING HELPING TO REDUCE DUIs

Researchers at Temple University compared rates of alcohol-related deaths in California cities before and after Uber was available. They found that the arrival of Uber in a city led to a 3.6%-5.6% decrease in the number of people killed in alcohol-related car crashes. The researchers concluded that if UberX were available nationwide, 500 lives would be saved every year and losses of \$1.3 billion would be avoided.

CALIFORNIA: ALCOHOL-RELATED CRASHES IN MARKETS WHERE UBER OPERATES



The above study aligns with what Uber riders tell us. According to a recent poll conducted by Benenson Strategy Group of Uber riders in select U.S. cities: 88 percent of respondents over 21 agreed with the statement that “Uber has made it easier for me to avoid driving home when I’ve had too much to drink” and 78 percent of respondents said that since Uber launched in their city, their friends are less likely to drive after drinking.

We know there are a number of factors that affect drunk/drink-driving trends in a city and these can vary from year to year. However, it is heartening to see these incidents are declining over time and we are happy to provide an increasing number of riders with an alternative transportation option at any time of day.

The body of research on ridesharing’s impact on DUI arrests is still developing and we plan to remain engaged in this space. By working collaboratively with local law enforcement and community stakeholders, we hope to continue to see individuals shift their mindsets and make better, safer, choices.

PARTNERSHIPS WITH PUBLIC OFFICIALS AND ADVOCATES

Since 2014, Uber has worked closely with Mothers Against Drunk Driving (MADD) to raise funds to fight drunk/drink-driving, conduct research on the impact of ridesharing on DUI rates, and raise awareness about the importance of using options like Uber to get home safely after a night out.

Our efforts are not limited to the U.S., and we are also working to help prevent incidences of drinking and driving around the globe. Our outreach and engagement efforts are designed to fit the unique local context. In India we installed breathalyzer devices in pubs and educated patrons about their blood alcohol level and in Germany we took to the roads with a Formula 1 driver as a part of an anti-drunk driving campaign. During the festive seasons in Costa Rica and Panama, we provided information about alternatives to getting behind the wheel and provided discounted rides. In the future we hope to do more, and plan to continue to help shift mindsets and drive better choices.