

# Future of Mobility

## The Ridesharing Perspective



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# Overview

**01** Ridesharing

**02** Future of Mobility

**03** Expand Multimodal Trips

**04** Zero Emission Platform

## Flexible supply base

flexibility to drivers

## Dynamic routing

to avoid traffic

## Smart dispatching

through smartphone applications

## Demand pooling

to match multiple passengers  
into the same vehicle

## Dynamic pricing

to incentivise drivers onto the  
road during peak demand

## Customer network

connecting drivers to a large  
number of available passengers

# Reducing Personal Car Use

The goal of optimising ridesharing is to first and foremost discourage personal car use.

## Adding Cars

In India, we have added more cars in the first decade of the 21st century (2001–11) than we did in the first five decades since Independence (1951–2000).

## Parking

That's just 5% of the problem, because cars sit idle 95% of the time!

## Public Transit Doesn't Reach Homes

People are pushed into car ownership by design—urban design. Even in a city with great public transit like New York, **the subway doesn't get to everyone's front door.**

# The Future of Mobility

As the world's largest mobility platform we try to shape the future of mobility.



Shared



Zero Emission



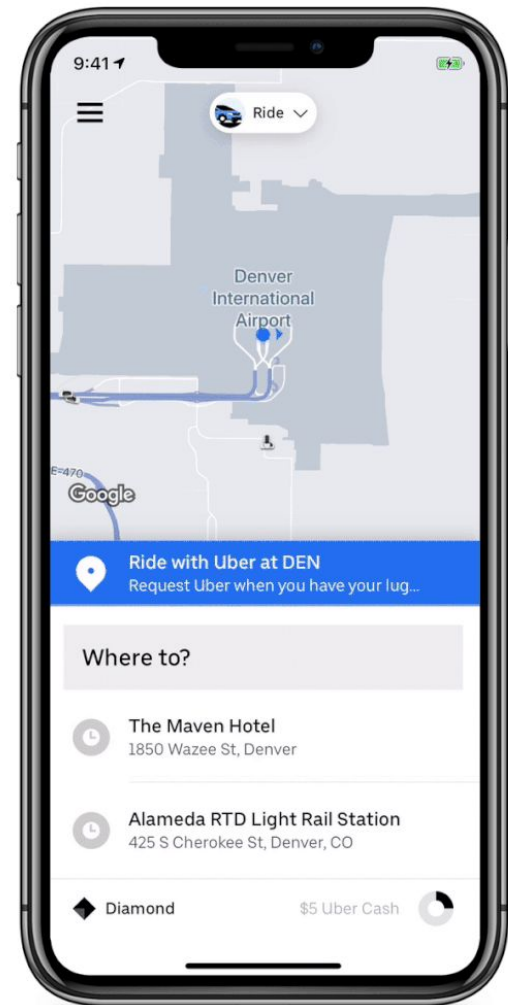
Multimodal



Inclusive

# Expanding Multimodal Trips

**Become a one-stop shop for all modes of transit**



# How transit agencies work with platforms



## Journey Planning

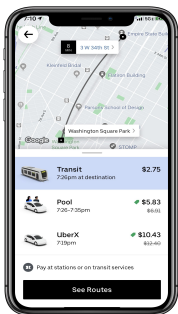
Delhi, Mumbai, and other cities in India



## Mobile Ticketing

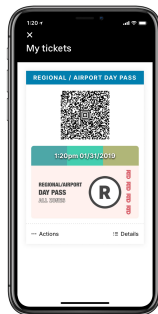
Live in multiple cities across the United States

# The Complete Transit Trip for all



## Journey Planning

Uber app's journey planning feature can surface a multi-modal trip, showing ETA, transfers,



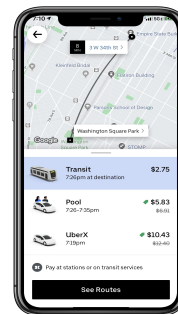
## Ticketing

Centralized, end-to-end booking platform to pay for all legs of her journey with a tap of a button



## First mile

Track trip in real time, giving riders confidence and peace of mind



## Transfer

While completing first mile trip, riders access real time information confirming on-time transit transfer



## Transit

Rider enters the subway station, taps Uber app to the turnstile, seamlessly opening the fare gate and continuing on journey



# Getting to the next billion riders in India

**Built for first-mile/last mile, and accessible to everyday Indian users.**



**MOTO**



**AUTO**



**eBikes**

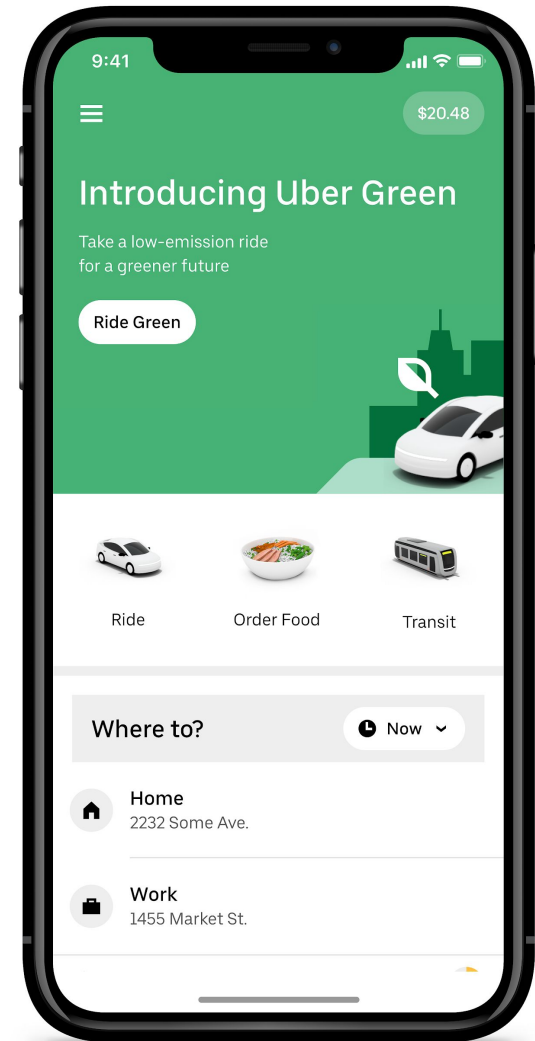


**HCVs**

# Zero Emission Platform

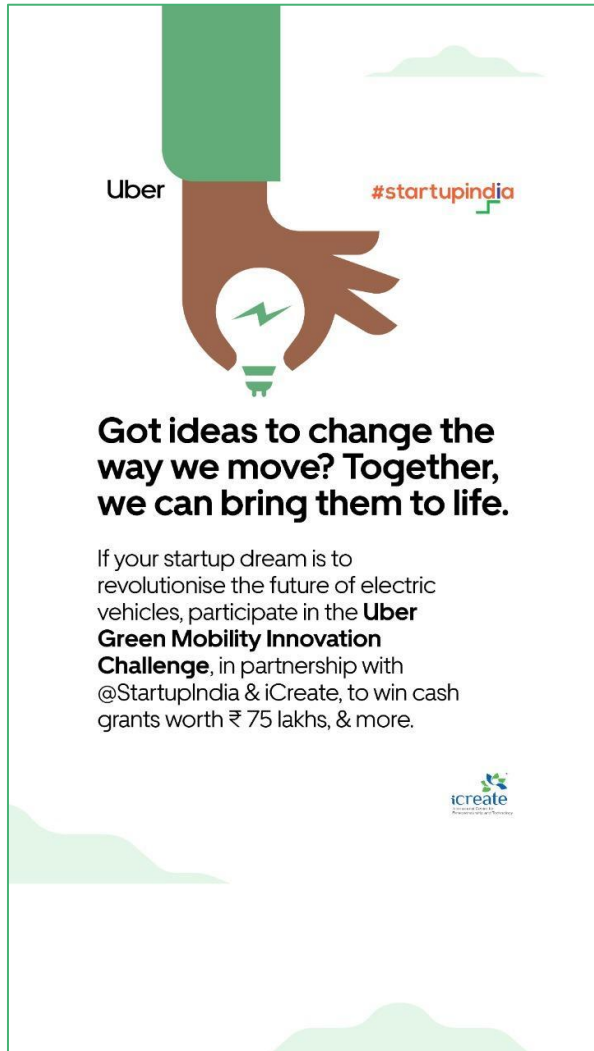
**Millions of rides a day.  
Zero emissions.**

**The path there will be  
electric. It will be  
shared. It will involve  
various modes including  
buses, trains and  
two-wheelers.**



# Uber Green Mobility Innovation Challenge

Mentor and promote startups working on green mobility solutions



The poster features a large illustration of a hand holding a lightbulb with a green lightning bolt inside. The hand is brown, and the sleeve is green. The word 'Uber' is written in black above the hand. To the right of the hand, the hashtag '#startupindia' is written in red. Below the illustration, the text reads: 'Got ideas to change the way we move? Together, we can bring them to life.' Further down, it says: 'If your startup dream is to revolutionise the future of electric vehicles, participate in the **Uber Green Mobility Innovation Challenge**, in partnership with @StartupIndia & iCreate, to win cash grants worth ₹ 75 lakhs, & more.' The iCreate logo is at the bottom right.

Uber

#startupindia

**Got ideas to change the way we move? Together, we can bring them to life.**

If your startup dream is to revolutionise the future of electric vehicles, participate in the **Uber Green Mobility Innovation Challenge**, in partnership with @StartupIndia & iCreate, to win cash grants worth ₹ 75 lakhs, & more.

icreate

Be a **key enabler of electrification of mobility** in India

Leverage our **strengths as platform and tech leader** to mentor and drive value beyond dollars

**Broaden our knowledge** and make **more strategic partners**, especially in key segments like e2w/e3w

Create **meaningful impact** on sustainability

# Thank You