Electrifying rides

Uber Technologies Inc.
August 2020
A company that moves people is asking you not to move. Together we can stop this.
Move people & things safely

Get people to work & grow local economies

Partner with cities to build back better
Reducing emissions across our on-demand mobility platforms

- EV / green vehicles
- Transit & Micromobility
- Shared Rides & occupancy mgmt
- Marketplace efficiency & deadhead mgmt
- User engagement & education
- Measurement, reporting, mgmt
Our electric ride, so far...

2016
UberGreen - push a button, ride in an EV - launches in Lisbon, Portugal

2017
Energy Savings Trust report on Uber's EV pilot in London
- 60 EVs
- 100 drivers
- 35,000 riders
- 200,000 miles

2018
US EV Champions
- 1k active BEVs
- 2k active PHEVs
- 9 cities
- 9 partners
- >6M EV trips

2019
£200M London Clean Air Plan launched to aid drivers' access EVs
Since Jan 2019:
- £100M raised
- 1.3M BEV trips
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Equity lens on environment and EV access

**UCD-ITS study** of 800 EV drivers on Uber (2020): “[compared to average EV owners] TNC EV drivers are on average younger, less educated, and lower income and even more likely to be male (90/10 male/female split)”
Challenges

25 - 50% higher costs compared to most popular ICEs

Vehicle access & affordability

Lack of suitable infrastructure

Historic barriers to access for lower income drivers

Lack of supportive policies for high utilization EVs

5-year total cost of ownership (TCO) average cost per mile for “full-time” ride-hailing EV drivers (US) - for new longer-range, 250-mile, EVs - expected to reach parity with new hybrid drivers by 2023 (ICCT, 2019)
Opportunities

Policy + product innovation

Consumer exposure

EV & infrastructure utilization

3x emissions savings (e.g. Jenn, in Nature)

Grid benefits (e.g. EVgo, in GTM)

Supporting low income communities

Shift policy focus from EVs to e-PMT

May be easier to get consumers to take electric trips than to purchase EVs