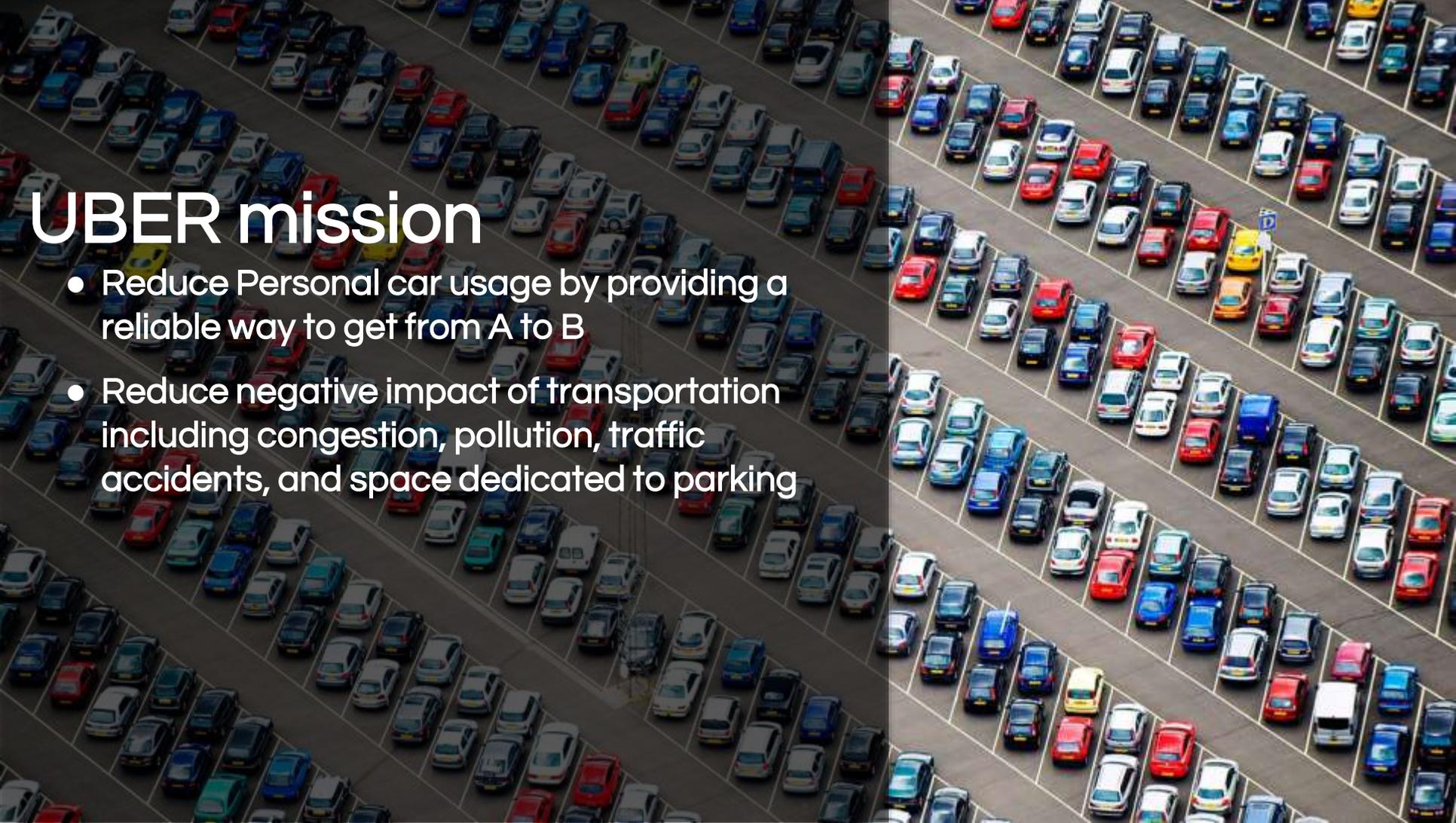


Fabio Stefanini
GM Italy Uber Jump



A close-up photograph of a man with dark hair and round glasses, looking slightly to the left. He is holding a white plastic fork with a small amount of white rice on it, positioned near his mouth. The background is blurred, showing another person in a blue shirt. The Uber logo is overlaid in the bottom left corner.

Uber

An aerial photograph of a large parking lot filled with cars, split vertically into two halves. The left half is dark and semi-transparent, serving as a background for the text. The right half is bright and shows individual cars in detail. The cars are parked in neat rows, and the overall scene conveys a sense of high density and traffic volume.

UBER mission

- Reduce Personal car usage by providing a reliable way to get from A to B
- Reduce negative impact of transportation including congestion, pollution, traffic accidents, and space dedicated to parking

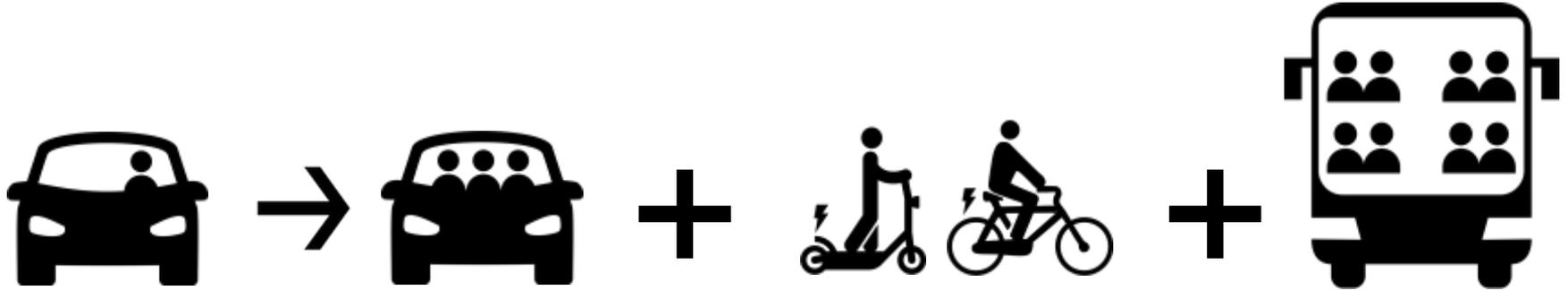
But what's the benefit?

Benefit	Estimated Value (billion euros)
CO2 emissions savings	0.6 - 5.6
Reduction of air pollution	0.435
Reduction of noise pollution	0.3
Fuel savings	4.0
Longer and healthier lives	73
Less sickness absence at the workplace	5
Bicycle market	13,2
Cycle tourism	44
Easing of road congestion	6,8
Saving on construction and maintenance costs for road infrastructure for motorised vehicles	2,9
Total annual benefits	150 - 155 bn euros

- Focusing only on **Cycling** benefits in EU and based on the **current situation** the benefit is estimated from ECF in **150Bn euros/year**.
- A recent study by the European Commission estimated the **negative externalities**, i.e. the costs for the environment, health and mobility, of motorised road transport at **800Bn euros/year**

A **Platform** for shared, electric mobility

What if?





Faster, Cheaper, More Convenient

	Uber	car	bike	JUMP
<i>time</i>	UberX: 30 min Pool: 35 min	26 min	28 min	20 min
<i>cost</i>	UberX: \$17 Pool: \$6	car ownership & maintenance	bike ownership & maintenance	\$3
<i>effort</i>				



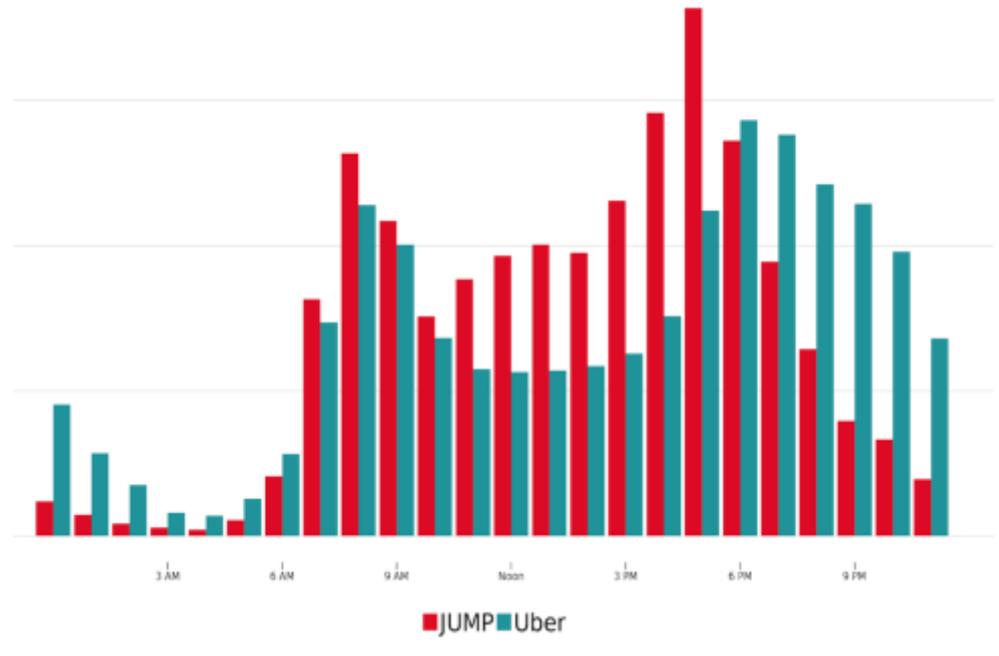
Complementary usage to ease congestion

“During rush hour, it is very inefficient for a one-tonne hulk of metal to take one person”

Uber CEO

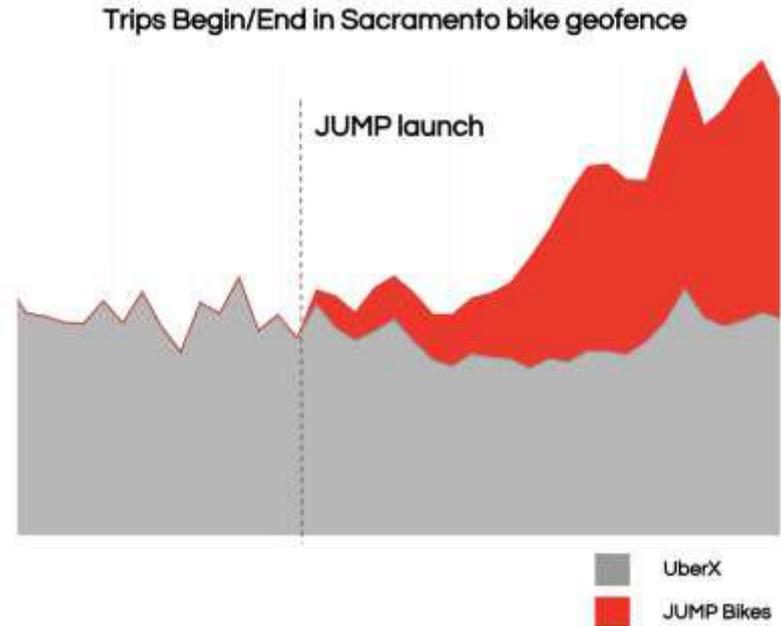
Dara Khosrowshahi

Proportion of trips in San Francisco



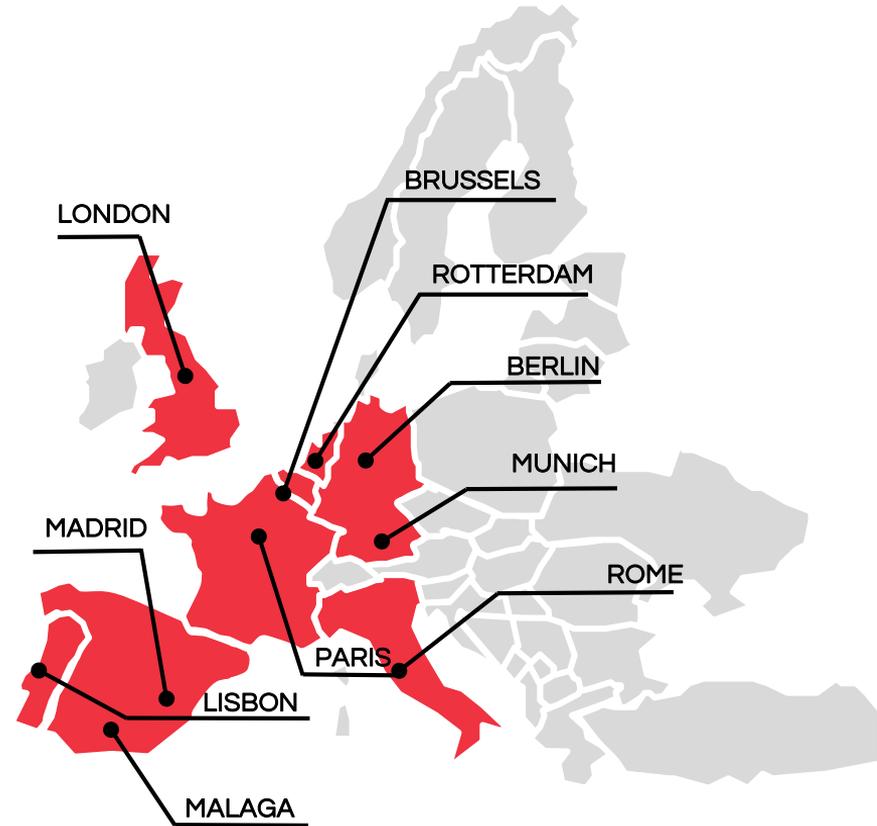
We have already seen some **promising results**

When riders could choose either a JUMP Bike or an Uber rideshare trip, bikes accounted for >55% of total Uber trips (bikes + ridesharing) at its peak.



Where do we stand now in Europe?

City	Product(s)
1. London	🚲
2. Madrid	🇮🇹
3. Paris	🚲 🇮🇹
4. Berlin	🚲 🇮🇹
5. Munich	🚲 🇮🇹
6. Rome	🚲
7. Brussels	🚲
8. Lisbon	🚲 🇮🇹
9. Rotterdam	🚲
10. Malaga	🇮🇹

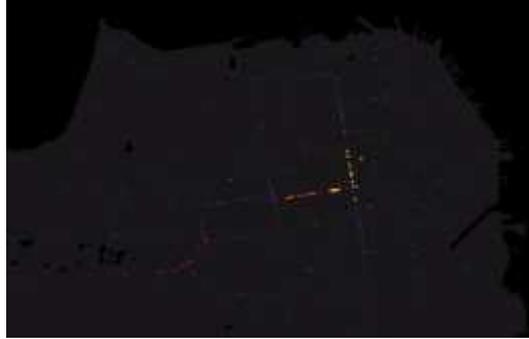


Leveraging Uber's Unique Network



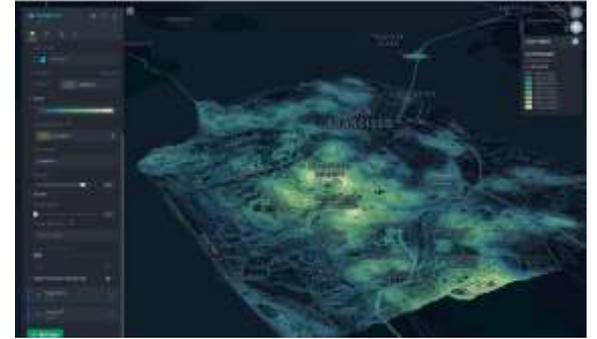
Global Reach

Data available across **700+** cities with coverage across the entire road network



Unprecedented Scale

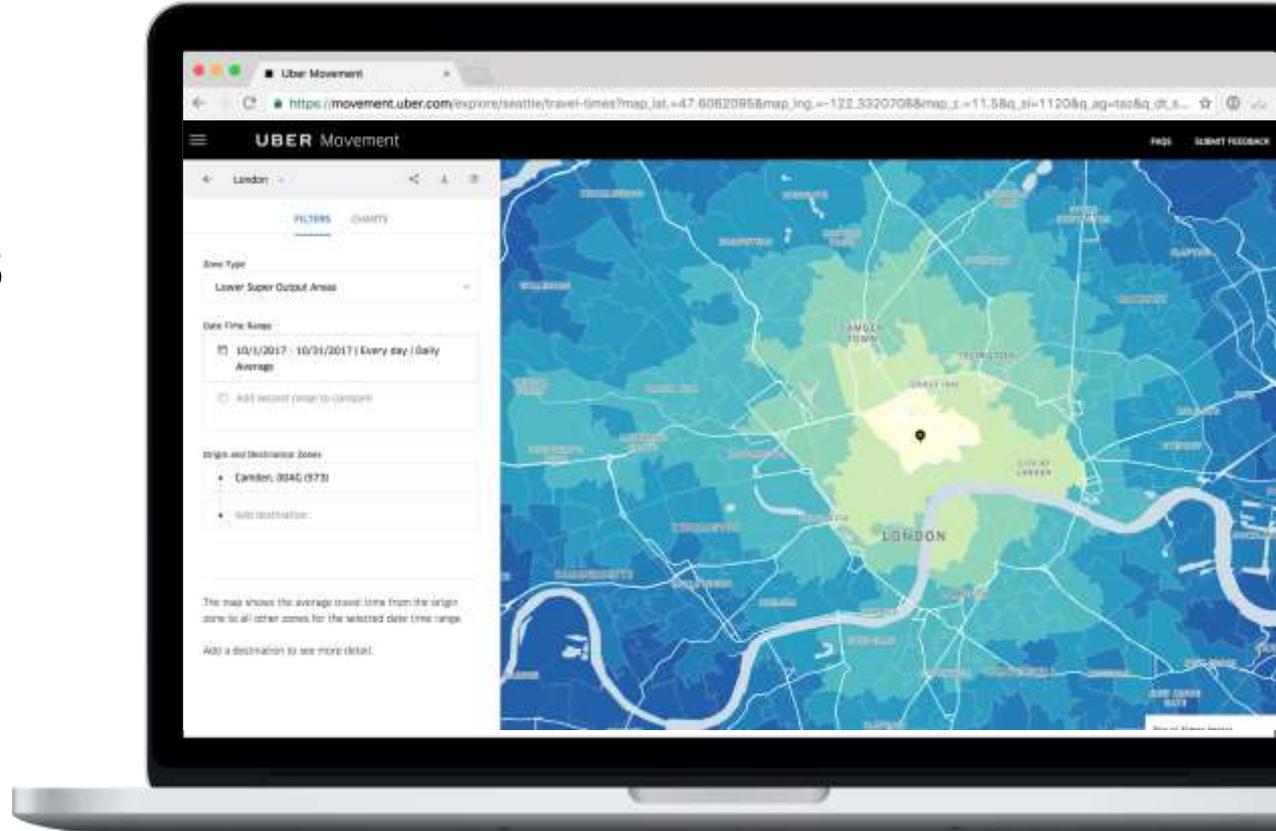
Leveraging a constantly updating sensor network derived from **14M+** trips per day



Cutting Edge Technology

Industry-leading open source tools and transportation data expertise

Uber Movement is a **free and public** platform using Uber's data to better understand cities



New Mobility Dashboard

A dashboard providing the **data and insights** city mobility teams need to manage bike and scooter program.

