



Fabio Stefanini
GM Italy Uber Jump

A close-up shot of a man with dark hair and round glasses, looking directly at the camera while eating white rice with a white plastic fork. 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 hundreds of cars, mostly in shades of blue, red, and white. The cars are parked in neat rows, and the perspective is from a high angle, looking down at the lot. The text 'UBER mission' is overlaid on the left side of the image.

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

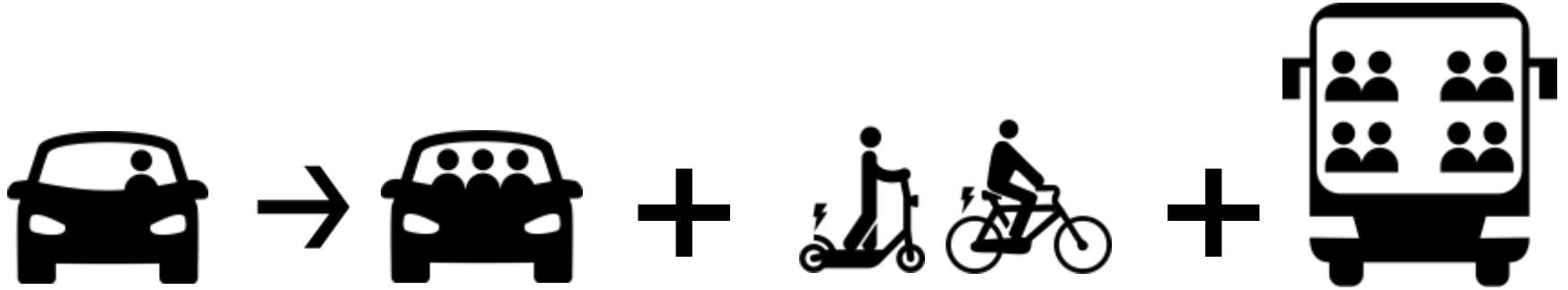
But what's the benefit?

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
time	UberX: 30 min Pool: 35 min	26 min	28 min	20 min
cost	UberX: \$17 Pool: \$6	car ownership & maintenance	bike ownership & maintenance	\$3
effort				



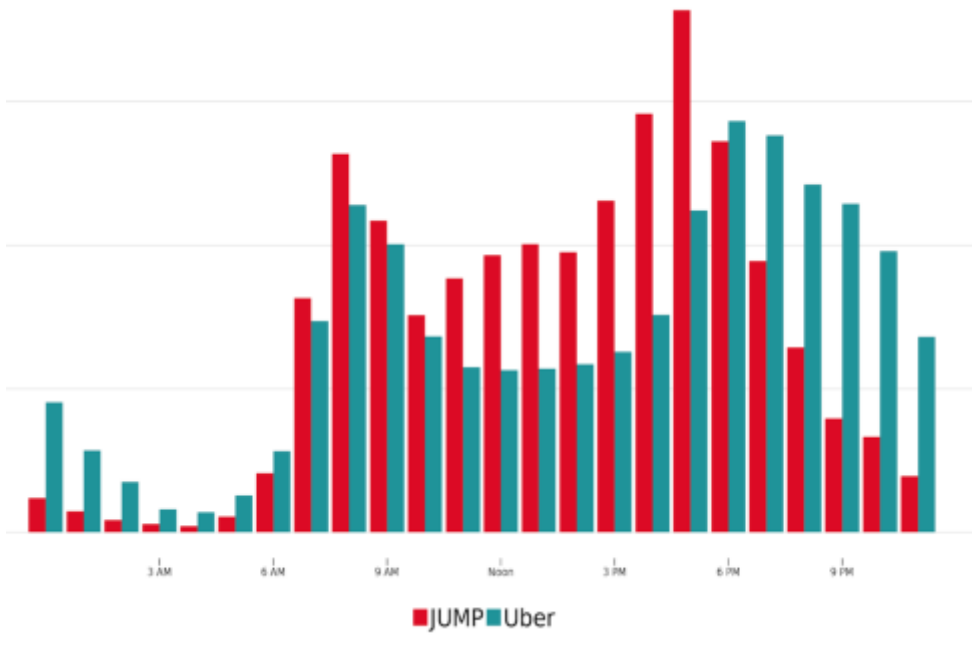
Complementary usage to ease congestion

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

Uber CEO

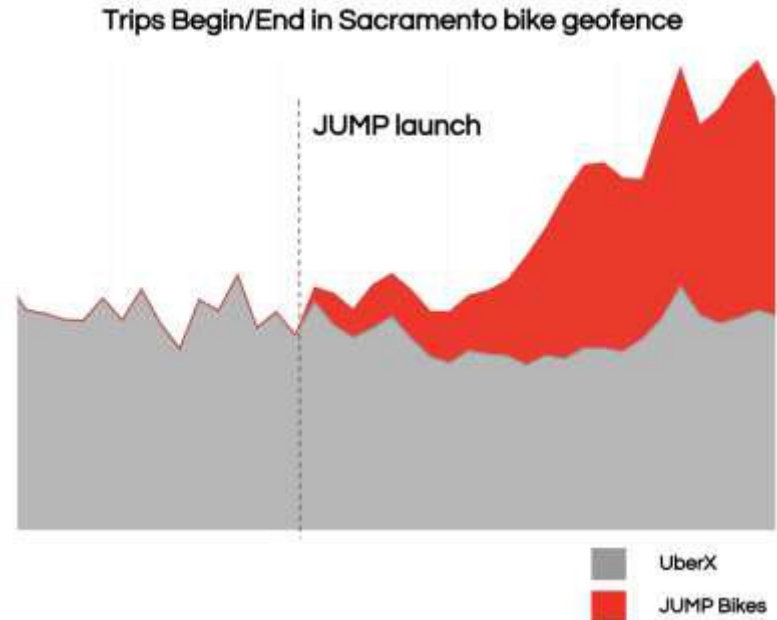
Dara Khosrowshahi

Proportion of trips in San Francisco













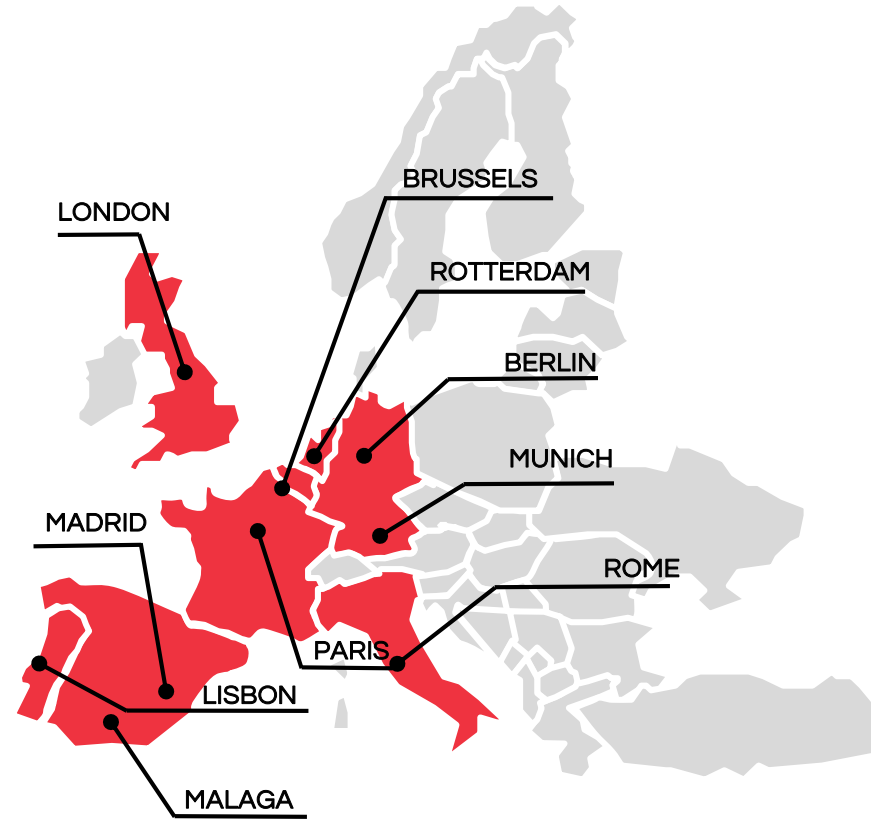
We have already seen some **promising results**

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



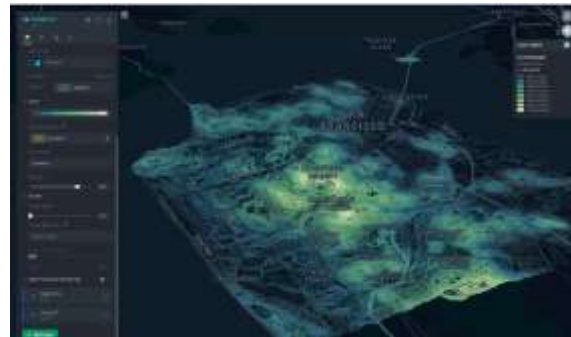
Global Reach

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



Unprecedented Scale

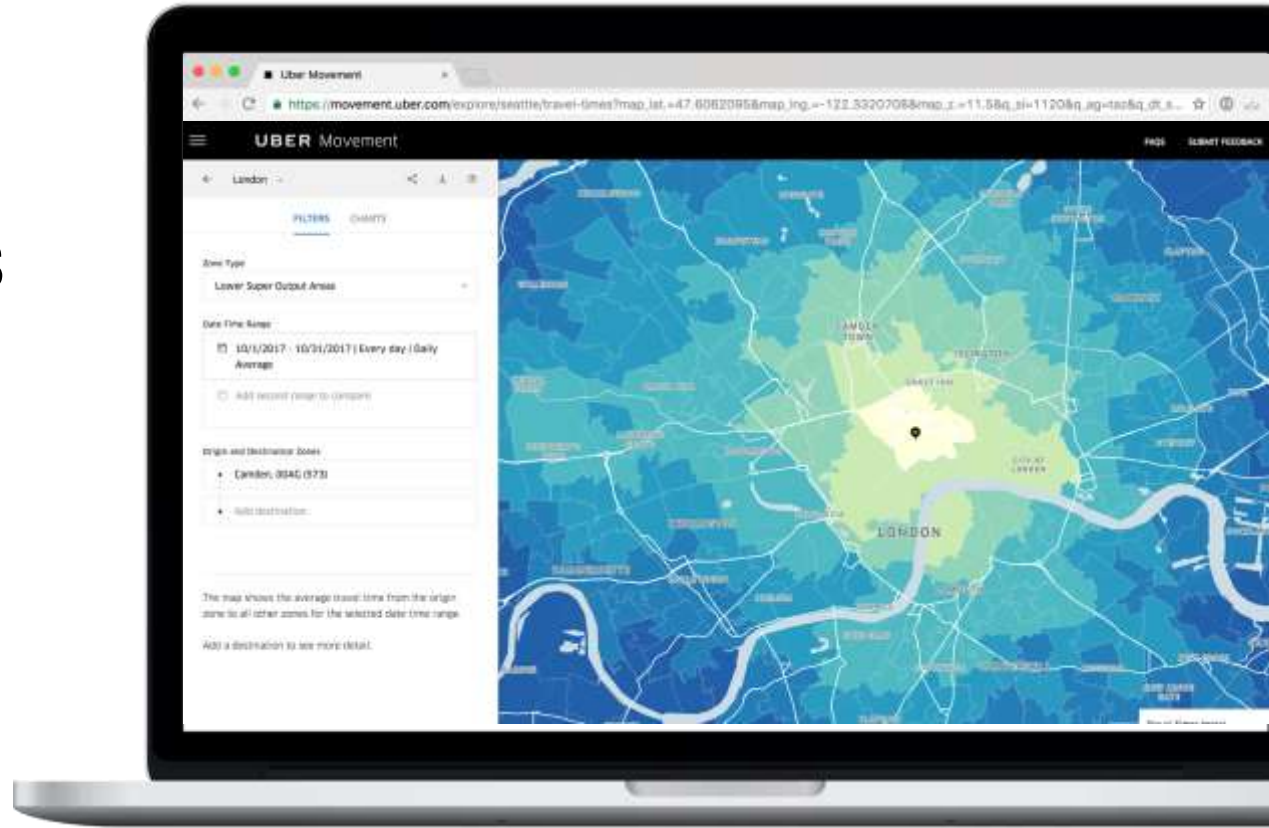
Leveraging a constantly updating sensor network derived from **14M+** trips per day



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.

