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GENERAL MANAGER, UBER NORWAY
OKTOBER, 2015

U B E R

TRANSPORTATION AS RELIABLE AS RUNNING WATER, EVERYWHERE FOR EVERYONE

[BASERT PÅ COPENHAGEN ECONOMICS RAPPORT "A WELL FUNCTIONING PEER-TO-PEER TRANSPORTATION SYSTEM" MED
STOCKHOLM SOM CASE. TALL FOR OSLO ER BEREGNET I FORHOLD TIL INNBYGGERE I STOCKHOLM]

SMARTER CITIES

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A wide-angle photograph of a multi-lane highway at dusk. The road is filled with cars, some with headlights on, moving in both directions. To the left of the highway is a marina packed with numerous sailboats and yachts. In the background, a city with various buildings, including a church with a tall steeple, is visible on a hillside. The sky is dark, and the overall scene is illuminated by the warm glow of the setting sun and the city lights.

FLEXIBILITY IS KING

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SHORT TERM PLANNERS

A group of four people are seated at a dark wooden outdoor table in a city setting. In the foreground, a woman with long blonde hair, wearing a dark blazer over a green top, is looking at a yellow smartphone. Next to her, a man in a dark jacket is also looking at the phone. Across from them, a woman with long dark hair, wearing a white sleeveless top with black trim, is smiling. To her right, a man in a dark sweater is looking towards the group. On the table are several wine glasses, some containing red wine, and a bottle of wine. The background shows a city street with parked cars, including a white Toyota Prius, and multi-story buildings under a clear sky. The overall atmosphere is relaxed and social.

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SHORTER TERM PLANNERS

A photograph of two young women standing outdoors on a paved path. The woman in the foreground, with curly brown hair, is wearing a white and grey striped scarf and a white knit sweater. She is holding a blue smartphone with both hands, looking down at the screen. The woman behind her, with long blonde hair, is wearing a dark blue sweater over a red and white checkered shirt and is smiling while looking at the phone. The background shows a paved road, green trees, and a white building with arches in the distance. The entire image has a semi-transparent dark overlay.



THINK OUTSIDE THE
BOX

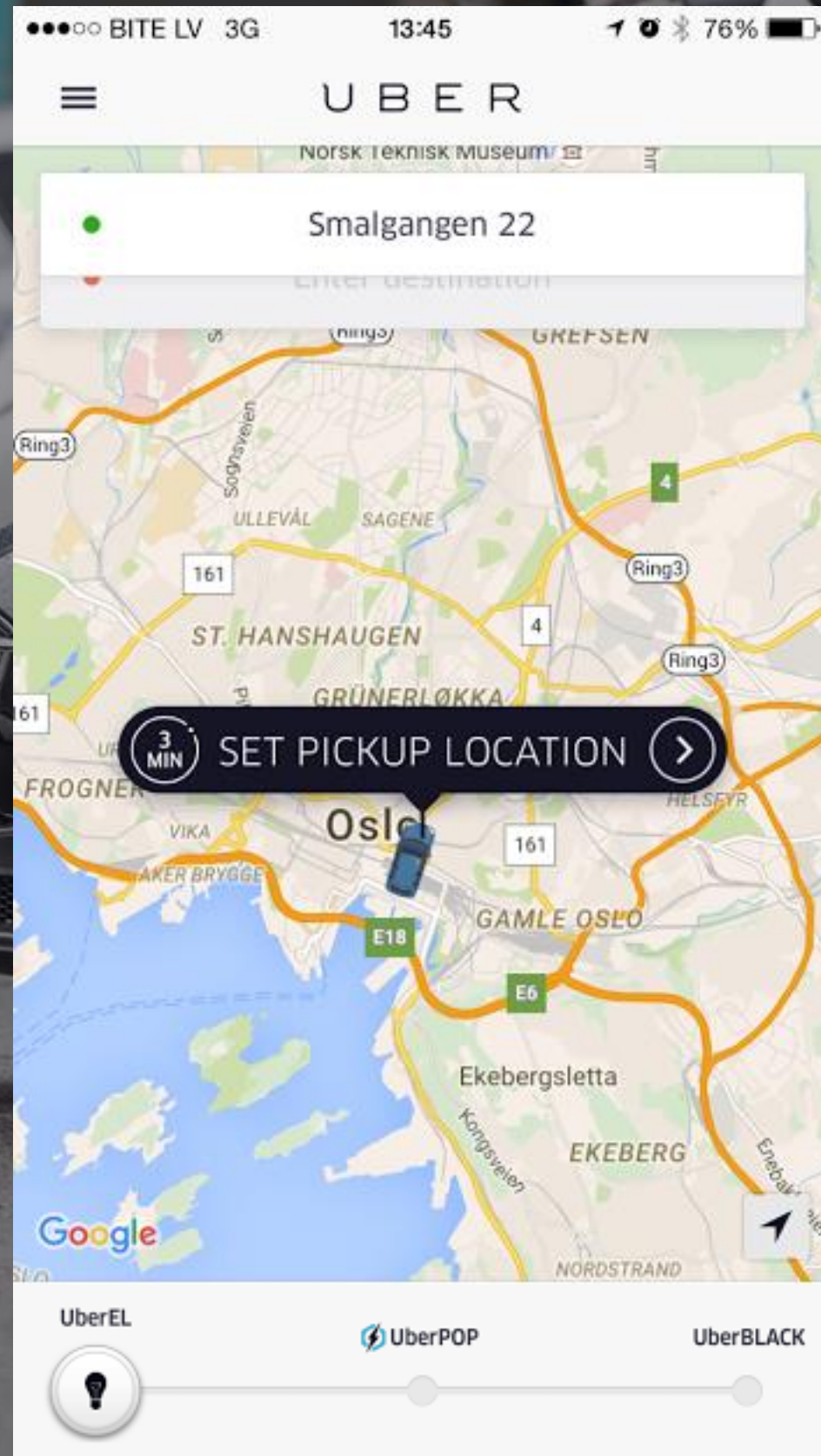
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A nighttime photograph of a cityscape. In the foreground, a multi-level highway interchange is visible, illuminated by streetlights. In the background, several modern buildings are lit up, and two large construction cranes are visible against the dark sky. The overall scene conveys a sense of urban activity and development.

REAL TIME IS EVERYTHING

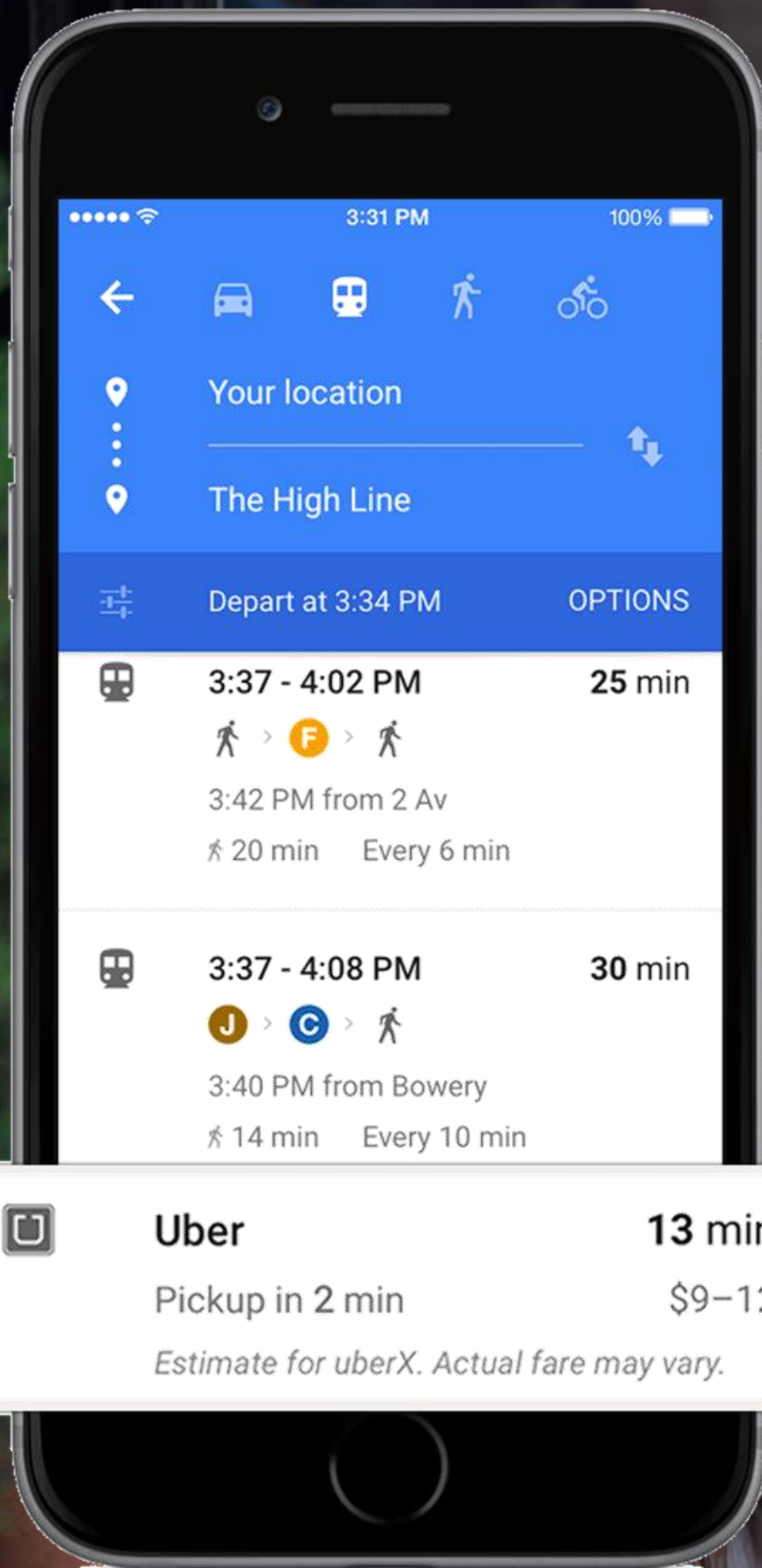
UBER

OFFER CHOICE



UBER

UBER



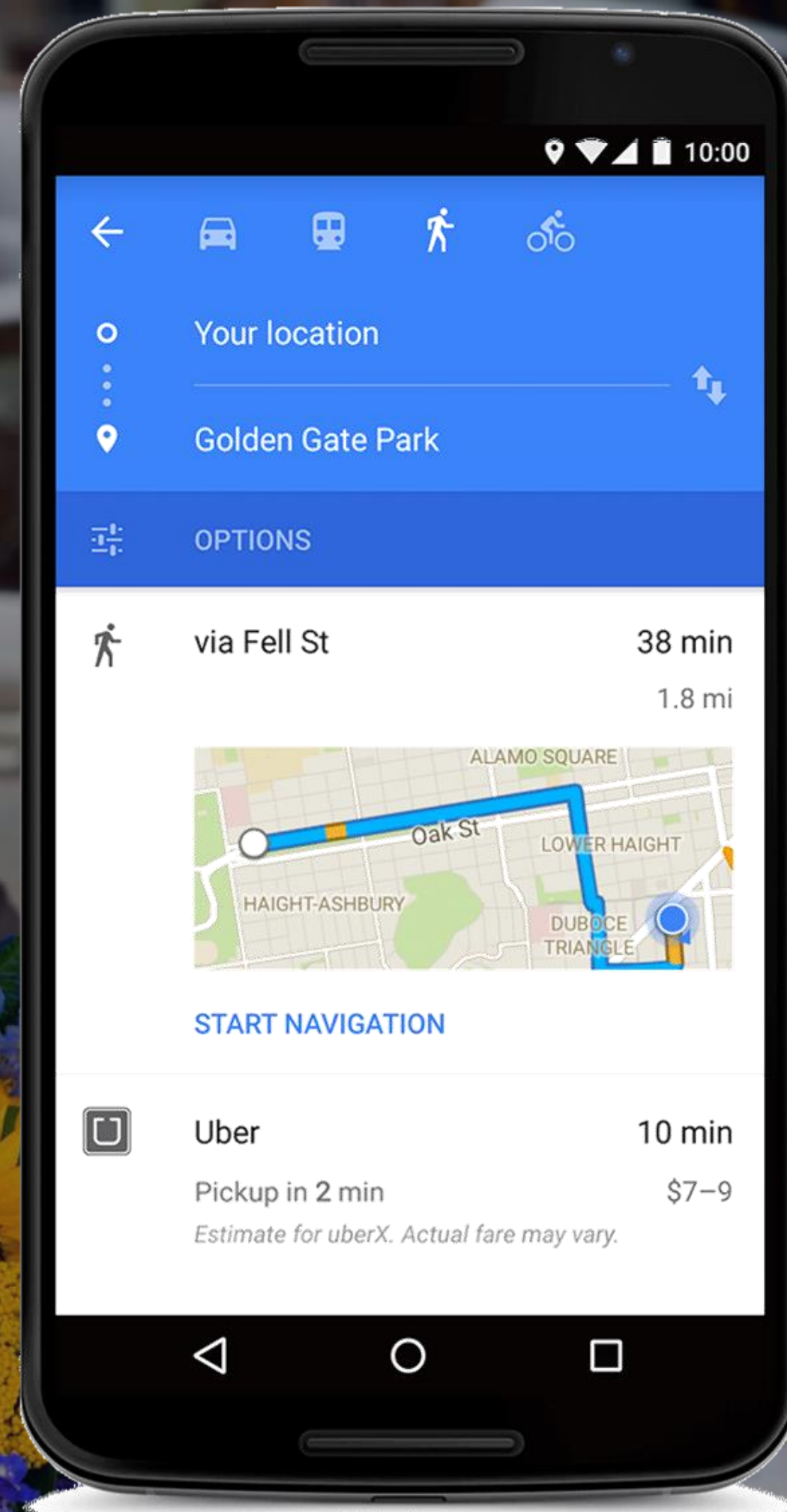
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13 min

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\$9-12

Estimate for uberX. Actual fare may vary.



Uber

10 min

Pickup in 2 min

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BE THERE
FOR
EVERYONE

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