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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 OSLOER BEREGNET I FORHOLD TIL INNBYGGERE I STOCKHOLM]

U B E R

SMARTER CITIES

UBER



FLEXIBILITY IS KING

UBER

UBER

SHORT TERM PLANNERS

A group of four people (two men and two women) are sitting at an outdoor cafe table. They are engaged in conversation and drinking wine. The table has a bottle of wine and several glasses. The background shows a city street with parked cars and buildings. The image is overlaid with a semi-transparent dark filter.

SHORTER TERM PLANNERS



A man wearing a black cycling jersey and a blue and white helmet is riding a road bike on a city street. The street is paved with cobblestones and has a yellow dashed line. In the background, there are modern buildings with glass facades and a pedestrian bridge. The overall scene is in a cool, blue-toned color palette.

THINK OUTSIDE THE
BOX

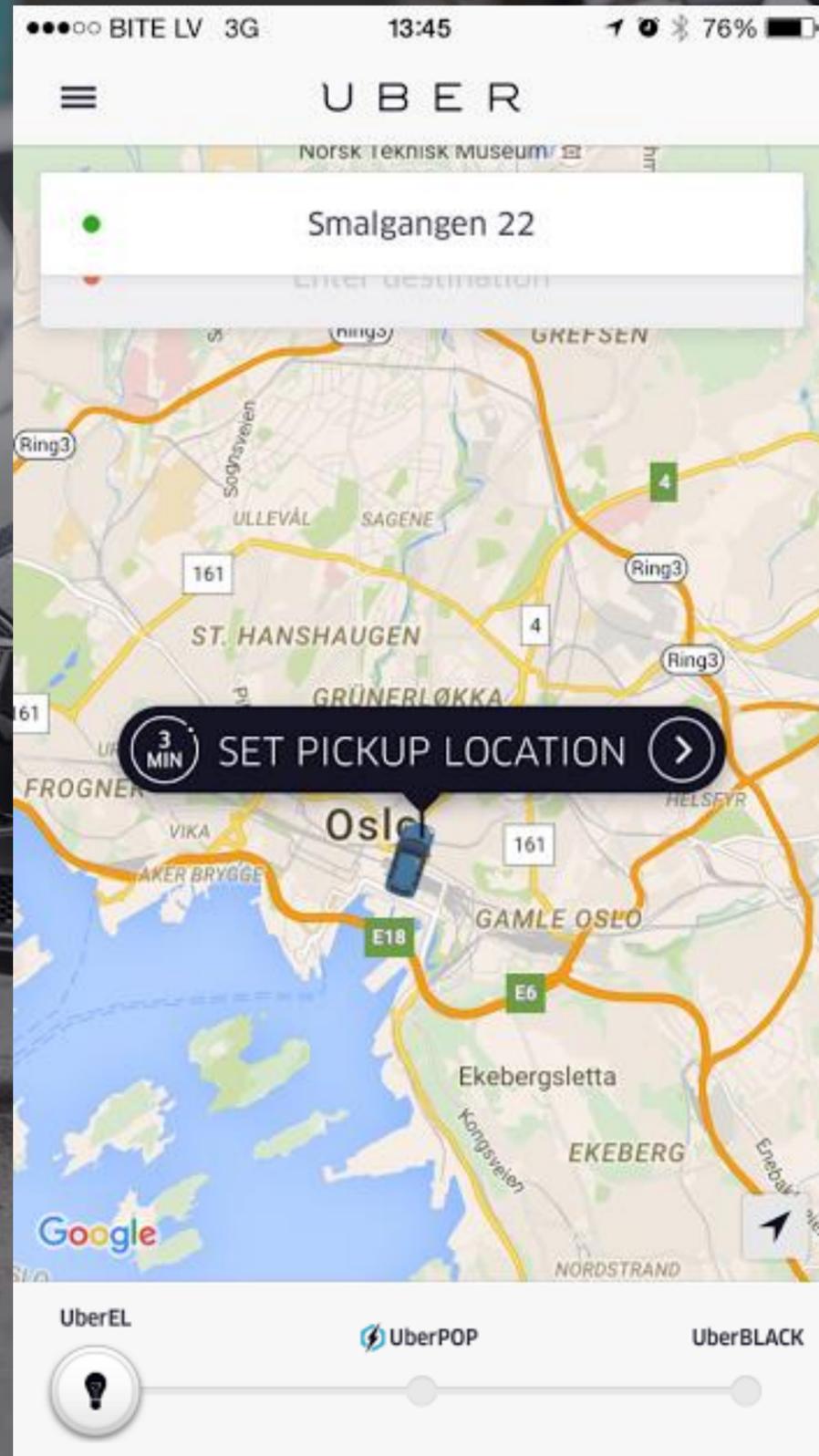
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A nighttime cityscape featuring modern buildings, some under construction with cranes, and a multi-level highway interchange. The scene is illuminated by streetlights and building lights, creating a vibrant urban atmosphere.

REAL TIME IS
EVERYTHING

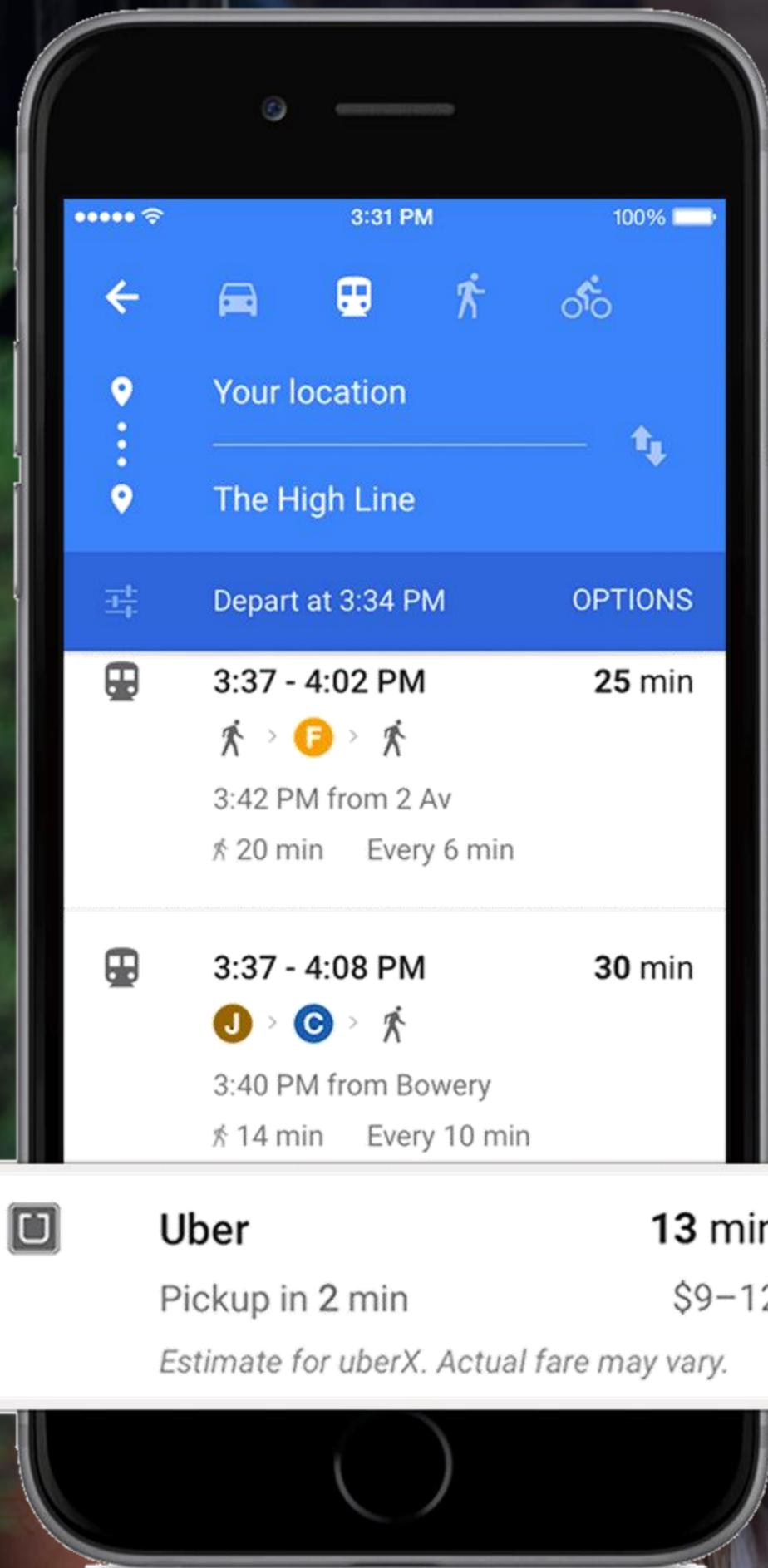
UBER

OFFER CHOICE

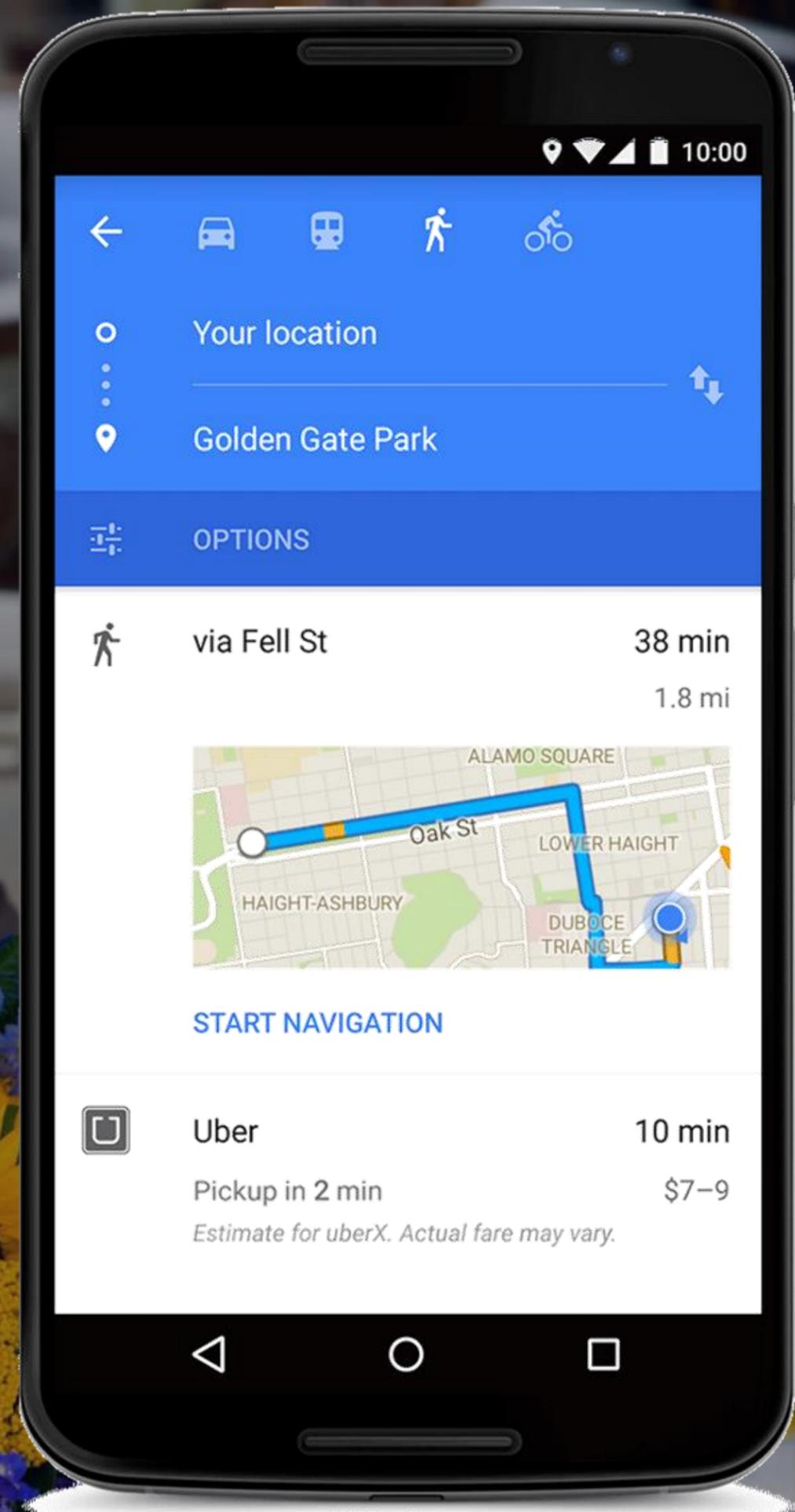


UBER

UBER



	Uber	13 min
	Pickup in 2 min	\$9-12
	<i>Estimate for uberX. Actual fare may vary.</i>	



U B E

BE THERE
FOR
EVERYONE

UBER

