



*Uber London Limited
Focuspoint
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**Caroline Pidgeon
City Hall
The Queen's Walk
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29 April 2015

Dear Ms. Pidgeon,

We have noticed the circulation of your letter to Peter Hendy on social media over the last couple of weeks and wanted to offer our own clarifications to you and your colleagues on the Transport Committee.

Rest assured, we share your concern for London's consumers. Uber exists to provide them with more choice about how they get around their city and we want make sure our model is understood by the people who get in our cars, the partners that drive them, and London's leaders.

The basic facts speak for themselves: more than a million Londoners use Uber every month. They are served by over fifteen thousand drivers: many of whom rely on the platform for their livelihoods. These partners have come to drive with us because they value the increased earning power, flexibility and safety we have brought to their lives.

Every day in King's Cross, hundreds of Londoners from an enormously diverse set of backgrounds queue out of the door of our office for the opportunity to partner with us. This is no small thing. Our growth here has created the equivalent of 7,800 full-time jobs in just 18 months. Our partners earn substantial income too: well over €100 million has been paid out to partner drivers in London in the past 6 months.

Uber – and services like ours – are changing the way London moves. Cheaper, safer and more convenient transport changes resident's lives in a number of small, but important ways. It means that people that don't live near a Tube line can make plans and rely on Uber to get them where they want to go: nearly 40% of our journeys in London start or end in areas underserved by public transport. It means that people that have never before been able to afford a taxi now have another option to get around: uberX is approximately 40% cheaper than a black cab. And soon, it will also mean



that people who want to make a green choice and leave their car at home will be able to share their journey with another Uber rider with UberPOOL: In San Francisco we saved 120 metric tons of CO2 emissions in just one month, and it's coming to London soon.

Uber now moves more than a million people a day around the world, many of them in London and the rest of the UK. We recognise that at this scale we can't be perfect; cars will take the wrong turn, people will leave things in the back seat and accidents do happen on busy roads. But we are fiercely proud of the fact that our customers can give instant feedback on their experience, they receive transparent receipts and we have a dedicated customer service team that stands ready to deal with any problems 24 hours 5a day. That is unprecedented in the taxi and private hire industry.

Every single person that gets into an Uber knows that our responsibility to him or her doesn't end when they get out of the car. Fast, responsive service and extra safety features too - driver photos, GPS tracking, Share Your ETA - have decisively changed the expectations of customers. Our competitors now offer many of the same features that we launched with in 2012. London and Londoners are better off - and safer - for it.

Not that long ago, mobile phones only made calls. The way we are using them now has ushered in a quiet revolution in almost every part of our lives. It's no surprise that regulation is straining to keep up. But for too long has an arcane debate on the classification of our app obscured what really matters about Uber. Our drivers too, tells us that constant commentary from the press and politicians regarding our licence is as unsettling to them as to the people that rely on our service to make a living.

For that reason, the High Court's judgement in the taximeter case cannot come soon enough. We would like to make it clear right now: whatever the result, Uber London is here to stay.

London is one of great cities of the world. Its openness to new people, ideas and innovation has long been one of its defining characteristics. We see ourselves as a very small part of that story. Londoners have embraced Uber's technology; thousands rely on us for their job and millions more use us to get where they need to go.

Regulation should reflect the needs and concerns of the city's eight million citizens and the millions more that visit us. It should protect people - their personal safety and their pockets - not hamper new things they value and



that make their lives easier. We would welcome a forward-looking debate that puts the interests of Londoners first and would be delighted to provide you with any more information you require on that topic.

Yours sincerely,

Andrew Byrne
Head of Public Policy, UK

CC: Sir Peter Hendy, Transport for London