

From: [Uber London](#)
To: [Mason John \(TPH\)](#)
Subject: £10 Off Your Next Uber // Sorry to have missed you!
Date: 26 July 2013 17:25:10



UBER London

£10 off your next ride!

Hi John,

I see you were looking to get a ride with us in London recently and I'm sorry we let you down.

Here's **£10 off your next Uber ride** to make up for the inconvenience, it will be deducted automatically from your next trip. As it's a trip discount, you can see it when you sign into your account online, in the [promotions](#) section.

Please note, we have been experiencing unprecedented demand since

the launch of uberX and although we're working round the clock to bring more cars onto our system, there will unfortunately be the odd occasion when uberX is unavailable. In the meantime, please bear with us, you can still request an UberLUX to get you where you need to go!

I hope you'll try riding with us again soon.

Kindest regards,

Stephanie Smart
Head of Marketing



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From: [Uber London](#)
To: [Mason John \(TPH\)](#)
Subject: Free rides to your Office Christmas party!
Date: 13 November 2013 17:31:30



UBER LONDON

Uber Christmas Parties!

Hey John,

Tis the season to share Uber! Have you got an office Christmas party this year? Then let us help you and your colleagues celebrate in style and safety **FOR FREE**.

We want to spread the #UberLOVE with your non-Ubering colleagues by giving everyone a **first ride free up to £20** to or from your Christmas party!

*The best part? The office that gets us the most sign ups will win **12 bottles of Moet & Chandon Champagne** delivered to your desk on **1st December!***

The small print:

- We welcome any size parties! Whether > 2000 or just 10 people
- Fill out [THIS FORM](#) in order to take part!
- We'll create your promo code and email you with clear instructions to share with your colleagues
- The office with the most sign ups by **December 1st** will win 12 bottles of Moet & Chandon
- We'll deliver the champagne to your office once the winner has been announced
- The winning office rep will get a code for free travel to the party and back, valued up to £150!

TIPS AND TRICKS:

Spread the promo code far and wide in your office via **email, Twitter and Facebook**. Make sure your colleagues know that Uber is THE slick new transport solution.

Travelling to or from the party with friends? Don't forget about our new [fare split](#) feature!

Have any questions? Then email us [HERE](#)

Love,

Uber London x





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Uber Technologies, Inc. • 182 Howard Street, #8, San Francisco, CA 94105

From: [Uber London](#)
To: [Mason John \(TPH\)](#)
Subject: Get away with #UberEverywhere this summer!
Date: 26 July 2013 12:25:16



UBER LONDON

TRAVEL IN STYLE

Hey John,

The days are getting hotter and there's only one word on the tip of everyone's tongue: **HOLIDAYS!**

Whether you're beating the heat or struggling with heavy luggage, kick back in an air-conditioned Mercedes and your driver will take you where your heart desires.

How about grabbing an [UberLUX](#) in London, an [Uber Moto](#) in Paris or a [secret Uber](#) in Zurich?

Wherever you're headed this summer, Uber's got you covered.



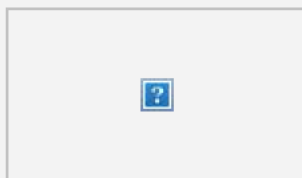
Just let us know when you're Ubering in any of our cities below via
Twitter or Instagram with the hashtag

#UBEREVERYWHERE

Every week for the rest of summer, **one lucky Uberite will win
themselves and the person who they invited, **£100 credits each!****

- To be in it to win it, invite your friends to try Uber with your promo code below
- Make sure you hashtag **#ubereverywhere** on Twitter or Instagram about your ride
- You must be riding in one of our European cities to win:

[London](#) - [Paris](#) - [Amsterdam](#) - [Stockholm](#) - [Milan](#) - [Rome](#) - [Berlin](#)
[Munich](#) - [Lyon](#) - [Zurich](#)



Lacking inspiration? For top recommended travel destinations, sign up for a complimentary membership [HERE](#), thanks to our friends at [Urbanologie](#), 'A snappy lifestyle guide... to know what's hip and happening', according to The [Sunday Times](#).

Hit us up with any questions and stay cool London, summer has finally arrived!

Love,
Team London

GIVE UBER, GET UBER



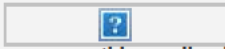
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From: [Uber Team](#)
To: [Mason John \(TPH\)](#)
Subject: Get your on-demand #UberIceCreams // Today ONLY!!
Date: 19 July 2013 09:11:38



UBER HQ

Hey John,

In London we call it Mr Whippy. Other Uber cities say gelato, glace, eis and so on BUT what all Uber cities have in common is that today, Friday July 19th...

UBER IS ROLLING OUT ICE CREAM VANS ON-DEMAND!

Put that guilt aside and join 33 Uber cities across 10 different countries in celebrating everyone's favourite frosty treat.

HOW IT WORKS

- Download the Uber app for [iPhone](#) or [Android](#)
- Request the "Ice Cream" option via your app
- If a truck is available, you and your friends will be enjoying sweet treats from Piccadilly Whip and 99icecreams within minutes



THE INSIDE SCOOP

- Ice cream trucks will be on the road around Central London from 11 AM to 5 PM on Friday, July 19th
- For £20 you get 5 ice creams as well as Uber tanks, hats, sunglasses etc delivered to your door

- No cash required! Your ice creams will be charged directly to your Uber account - please note you can fare split with friends
- Spread the promo code **WHIPPYLDN** amongst your friends who are yet to sign up and they'll get £20 off their first ride!*

*Promo code WHIPPYLDN: £20 off for all first time riders only, valid until 31/8/13

NB: Demand for ice cream trucks will be extremely high and availability very limited. Not everyone will get ice cream or swag.



Join the global [#UberIceCream](#) celebration by sharing your experience on Twitter and Instagram! We're dropping **£50 credits** for the most creative photos so get busy.

[Visit our blog](#) to see what other Uber cities are serving up.

Love,
Team London



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From: [Uber London](#)
To: [Mason John \(TPH\)](#)
Subject: London, Your UberEXEC is arriving now!
Date: 22 November 2013 08:50:38



UBER LONDON

Introducing UberEXEC

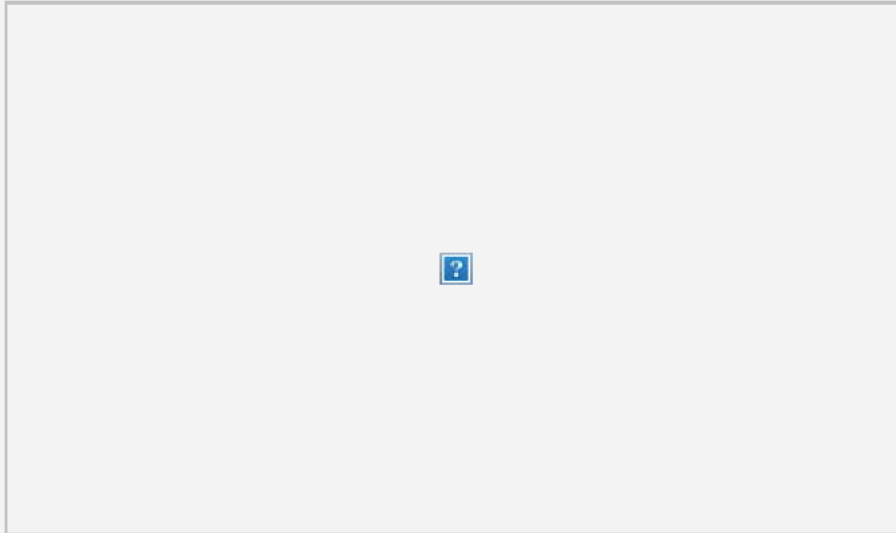
Hey John,

We're excited to announce a brand new way for you to get around the Big Smoke -- **introducing UberEXEC!**

Here at Uber we believe that you should have transportation options at every price-point, after all **CHOICE is a beautiful thing.**

Cue our corporate equivalent, for those who want a chic yet understated alternative to LUX; every car coming complete with smart phone in-car chargers for those crucial moments!

We kicked things off with Britain's football royalty, **Jamie and Louise Redknapp as our rider zero**. The Redknapps tapped the app, got picked up at Nobu Park Lane and were swiftly and stylishly transported home.



Why use UberEXEC for work?

- ***Enjoy your commute:*** The calm before the storm. Work can be stressful! Whether you're closing deals or crunching numbers, getting there should be easy and comfortable.
- ***Impress your clients:*** Style points count!
- ***Goodbye public transport:*** Hailing a cab, taking a tube or getting on a bus will be a thing of the past. Set the tone of your day with a hassle-free Uber ride.
- ***Get to meetings on time:*** Trust in your transport and relax in comfort. Share your eta so your colleagues know exactly where you are at all times.
- ***Airport trips:*** Make your flight on time and in understated luxury.

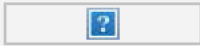
TIPS AND TRICKS:

For pricing information and all things UberEXEC, [read more here!](#)

Going to be late for a meeting? Check out our new '[Share My ETA](#)' feature, now you can let your colleagues know exactly where you are with live map updates!

Love,

Uber London x



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From: [Ryan Graves](#)
To: [Mason John \(TPH\)](#)
Cc: [REDACTED]
Subject: Re: CONTACT DETAILS
Date: 04 January 2013 23:07:39

Thanks John, happy new years!

[REDACTED] - happy to connect, what can I do for ya?

RG

On Thursday, January 3, 2013, Mason John (TPH) wrote:

[REDACTED]
Sorry for delay. Ryan Graves has been my key contact to date and I have copied him in.

Happy New Year to both of you!

John Mason

On 19 Dec 2012, at 13:55, "[REDACTED]" <[REDACTED]> wrote:

> Thanks John,

>

> Much appreciated.

>

> Cheers

>

> [REDACTED]

>

> On 19 Dec 2012, at 13:45, Mason John (TPH) wrote:

>

>> [REDACTED]

>>

>> Thanks. I do. I will dig out for you.

>>

>> John

>>

>> ----- Original Message -----

>> From: [REDACTED] [mailto:[REDACTED]]

>> Sent: Wednesday, December 19, 2012 01:21 PM

>> To: Mason John (TPH)

>> Subject: CONTACT DETAILS

>>

>> Hi John,

>>

>> I trust you are well and following your recent trip to the U.S. I was wondering if you please have details of a contact at Uber, the taxi app company?

>>

>> Thanks

>>

>> [REDACTED]

>>

>>

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>>

>>

>

--

Ryan Graves
cell: [REDACTED]
twitter: @ryangraves
Uber Technologies Inc.

From: [Mason John \(TPH\)](#)
To: [REDACTED] [REDACTED] (TPH)
Cc: [REDACTED] [REDACTED]
Subject: Re: Follow up
Date: 02 June 2012 07:43:28

Ryan

Pleased to hear it.

I would certainly welcome an informal chat about your plans for London and business model.

John

From: Ryan Graves, Uber [mailto:[REDACTED]]
Sent: Saturday, June 02, 2012 01:58 AM
To: [REDACTED] (TPH); Mason John (TPH)
Cc: Richard Howard (Google Docs) <[REDACTED]> <[REDACTED]>
Subject: Re: Follow up

John & [REDACTED] -

We got the license today and are very excited to start contributing to the London transportation system.

The team and I REALLY appreciate the support in getting through this process smoothly, and making it clear what we needed to execute on.

Hope to meet in person at some point.

Cheers,
RG

--

Ryan Graves
twitter: @ryangraves
cell: [REDACTED]
Uber Technologies, Inc.

On Wednesday, May 30, 2012 at 2:31 AM, [REDACTED] (TPH) wrote:

John

We are presently awaiting the inspection result and once that has been received and is satisfactory, we can proceed with issuing a licence. I will chase-up with the Compliance Team.

Regards

[REDACTED]

From: Mason John (TPH)
Sent: 30 May 2012 05:32
To: [REDACTED] [REDACTED] (TPH)

Cc: [REDACTED] (ST); [REDACTED] (TPH); [REDACTED] [REDACTED]
Subject: Re: Follow up

Ryan

Sorry about the "lack of transparency", its something I get very frustrated about and we need to address.

Normally once a pre licensing inspection has taken place a report will be submitted to the licensing team who the progress with the license issue process. Timescales can depend on whether any follow ups are required.

Mike - anything we can advise?

[REDACTED] - can we pick up with [REDACTED] Would seem a simple "what happens next" factsheet might assist for new applicants for the Officers to give out.

John

From: Ryan Graves, Uber [[mailto:\[REDACTED\]](mailto:[REDACTED])]
Sent: Tuesday, May 29, 2012 11:19 PM
To: [REDACTED] (TPH)
Cc: Mason John (TPH); [REDACTED] (ST); [REDACTED] (TPH); Richard Howard <[REDACTED]>
Subject: Re: Follow up

[REDACTED] & John -

I really appreciate your help thus far. We had our inspection on Monday and passed, but it doesn't sound like our team has much transparency into the process going forward.

Is there any way you could let us know what the next steps might be, or how we will know when the license has been issued?

Again, appreciate the support thus far.
Cheers,
RG

--

Ryan Graves
twitter: @ryangraves
cell: [REDACTED]
Uber Technologies, Inc.

On Thursday, May 24, 2012 at 2:08 AM, Richard Howard wrote:

[REDACTED]

Thanks very much for the below. I've spoken to [REDACTED] and arranged a time for the inspection. I really appreciate your help in the application process.

Many Thanks,
Richard

On 24 May 2012, at 08:37, [REDACTED] (TPH) wrote:

Good morning Ryan

Apologies for the delay in coming back to you.

Your submitted documents have been processed and your application is now deemed complete. As a result, the next stage of the process is to arrange a pre-licensing inspection of your proposed premises. Attempts have been made by one of our Compliance Officers to arrange the inspection, but they have been unable to do so thus far.

I would therefore appreciate it if you could please pass on the below contact details of our officer to Richard Howard, who has been highlighted as the Nominated Representative for the licence and will have day to day responsibility for the running of the business.

TfL Compliance Officer: [REDACTED] [REDACTED] – Tel No.
[REDACTED]

The necessary arrangements can then be made for the inspection to be carried out.

Thanking you in advance and if you have any other questions, please do let me know.

[REDACTED]

[REDACTED] [REDACTED] ACMI
Licensing Manager

Transport for London – London Taxi & Private Hire
4th Floor Green, Palestra, 197 Blackfriars Road, London SE1 8NJ

T: [REDACTED] (Auto [REDACTED])

M: [REDACTED]

F: 0203 054 5314 (Auto 85314)

E-mail: [REDACTED]

<image001.jpg>

For up to date news and information regarding London Taxi and Private Hire matters follow us on Twitter @TfLTPH

From: Ryan Graves, Uber [[mailto:\[REDACTED\]](mailto:[REDACTED])]

Sent: 22 May 2012 15:28

To: [REDACTED] (TPH)

Cc: Mason John (TPH); [REDACTED] (ST); [REDACTED] (TPH); Richard Howard (Google Docs)
Subject: Re: Follow up

Thanks very much [REDACTED] I'll look for your follow up.

Cheers,
RG

--
Ryan Graves
twitter: @ryangraves
cell: [REDACTED]
Uber Technologies, Inc.

On Tuesday, May 22, 2012 at 12:26 AM, [REDACTED] (TPH) wrote:

Good morning Ryan

I am currently arranging for one of my team to locate the submitted documents. I will update you with regards to the next stage of the process when found and processed.

Kind regards

[REDACTED]

[REDACTED] [REDACTED] ACMI
Licensing Manager
Transport for London – London Taxi & Private Hire
4th Floor Green, Palestra, 197 Blackfriars Road, London SE1 8NJ
T: [REDACTED] (Auto [REDACTED])
M: [REDACTED]
F: 0203 054 5314 (Auto 85314)
E-mail: [REDACTED]

<image001.jpg>

For up to date news and information regarding London Taxi and Private Hire matters follow us on Twitter @TfLTPH

From: Ryan Graves, Uber [[mailto:\[REDACTED\]](mailto:[REDACTED])]
Sent: 22 May 2012 04:36
To: Mason John (TPH)
Cc: [REDACTED] (TPH); [REDACTED] (ST); [REDACTED] (TPH); Richard Howard (Google Docs)
Subject: Re: Follow up

[REDACTED] / John -

Also just tracked down the delivery confirmation on our

personal declarations... hope this help to confirm.

Again, thanks for all the help.

Cheers,
RG

--

Ryan Graves
twitter: @ryangraves
cell: [REDACTED]
Uber Technologies, Inc.

On Monday, May 21, 2012 at 12:19 PM, Ryan Graves, Uber wrote:

Thanks for the support John.

Hey [REDACTED] - The personal declarations were returned just prior to my conversation with John last week. They should be in the hands of your office as of Wednesday (5/16) or Thursday at the latest.

Any insight into the process from here going forward would be extremely helpful.

Thanks,
RG

--

Ryan Graves
GM / VP Operations
twitter: @ryangraves
cell: + [REDACTED]
Uber Technologies, Inc.

On Monday, May 21, 2012 at 8:00 AM, Mason John (TPH) wrote:

Ryan

Yes I did. Apparently we are awaiting the correct number of personal declarations to be provided. We requested on 10 May.

[REDACTED] (copied) can assist if needed.

John

From: Ryan Graves, Uber
[\[mailto: \[REDACTED\]\]](mailto:)
Sent: Monday, May 21, 2012 03:02 PM
To: Mason John (TPH)
Subject: Follow up

Hey John-

Just wanted to make sure you received my email last week regarding Uber's PHV Operators license.

Any news on a follow up would be awesome!

Thanks in advance,
Ryan

--
Ryan Graves
VP Operations
cell: [REDACTED]
twitter: @ryangraves
Uber Technologies Inc.

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From: [Ryan Graves](#)
To: [Mason John \(TPH\)](#)
Cc: [REDACTED] [REDACTED] [\(ST\)](#)
Subject: Re: Follow up
Date: 15 June 2012 12:40:33

Great, where are you located? What time would work best?

Cheers,
RG

--

Ryan Graves
cell: [REDACTED]
twitter: @ryangraves
Uber Technologies Inc.

On Jun 15, 2012, at 1:30 PM, Mason John (TPH) wrote:

I could do the afternoon of the 25th?

From: Ryan Graves [mailto:[REDACTED]]
Sent: 15 June 2012 12:18
To: Mason John (TPH)
Cc: [REDACTED]
Subject: Re: Follow up

Hey John -

I will be in London around June 24th, if you're available to meet that would be great!

Please let me know your availability and Shoshana cc'd can line something up.

Best,
RG

On Mon, May 21, 2012 at 5:00 PM, Mason John (TPH)

<[REDACTED]> wrote:

Ryan

Yes I did. Apparently we are awaiting the correct number of personal declarations to be provided. We requested on 10 May.

[REDACTED] (copied) can assist if needed.

John

From: Ryan Graves, Uber [mailto:[REDACTED]]
Sent: Monday, May 21, 2012 03:02 PM

To: Mason John (TPH)
Subject: Follow up

Hey John-

Just wanted to make sure you received my email last week regarding Uber's PHV Operators license.

Any news on a follow up would be awesome!

Thanks in advance,
Ryan

--

Ryan Graves
VP Operations
cell: [REDACTED]
twitter: @ryangraves
Uber Technologies Inc.

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Ryan Graves
cell: [REDACTED]
twitter: @ryangraves
Uber Technologies Inc.

From: [Mason John \(TPH\)](#)
To: [REDACTED]
Subject: Re: FW: UBER Operation In London
Date: 23 August 2012 21:44:10

Ryan

Many thanks. Sorry, just get all this crap thrown at us and this clarifies.

Hope all is going well.

John

From: Ryan Graves [mailto:[REDACTED]]
Sent: Thursday, August 23, 2012 09:14 PM
To: Mason John (TPH)
Subject: Re: FW: UBER Operation In London

John -

Appreciate the note, hope all is well.

I can't speak to the source of the quote below, but what I can assure you is that our records and application are pursuant to the TfL regulations.

Uber clients have the option to input their destination prior to the commencement of the trip (screen shot attached). This information is then made available to the driver on their device where applicable (screen shot attached). Finally, we have sophisticated digital records of pickup & destination for every trip through our system (screen shot attached).

I hope this clears up any concern.

Cheers,
RG

Attached:

- customer destination entry screen from client app
- destination called out on driver app
- record of customer trip including pickup & destination

On Sun, Aug 19, 2012 at 8:53 AM, Mason John (TPH) <[REDACTED]> wrote:

Hi Ryan

I have received this.

Do you have any comment on it? When we discussed you provided me with assurances that all jobs would be recorded appropriately in line with the

regulations and legislation. I find the comments made to this driver at Kings Cross at odds slightly with what we discussed.

Kind regards

John Mason
Director - London Taxi & Private Hire

Transport for london
Palestra, 4th Floor Yellow
197 Blackfriars Road. London. SE1 8NJ

Tel: [REDACTED]
Mob: [REDACTED]



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Hire matters follow us on Twitter @TfLTPH

Report touting activity on-line at www.tfl.gov.uk/cabenforcement

Dear Sir/Mdm;

I was subcontracted from another company to cover UBER's opening month in London (June/July), I attended a meeting in UBER offices on Kings Cross Road WC1 and one of my questions was the destination issue on the UBER application.

the response was:

" we are a software company, we provide the driver with the jobs through our app, we are not your normal minicab company, the system is there so we do not have to provide a controller based work or pre-booked work, our system is on demand only, customer demand a car using the App, driver accept the job, driver have customer number and customer have drivers number/picture, so it is up to the driver/customer to communicate and deal with any situation that arouse, Driver doesn't have to wait for customer more than 10 minutes to pick up, on 10 minutes the driver can cancel the job or call customer to notify them that the waiting time charge will apply but if customer refuse then driver Cancel job and move on".

I covered about 20 days work for UBER through another company, at no time did i receive a job with the destination, driver can only see passenger name and Pick Up address on map with the approximate time to P/U, The App works pretty much like the black cabs App and with UBER, Passenger can effectively hail a cab (if they get enough Cars/Driver to cover central London) as passenger can see on the App how many cars available near by.

I hope my explanation will help and for any further information please do not hesitate to contact me directly

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--

Ryan Graves
cell: [REDACTED]
twitter: @ryangraves
Uber Technologies Inc.

From: [Ryan Graves, Uber](#)
To: [Mason John \(TPH\)](#)
Subject: Re: Response to your tweet
Date: 17 May 2012 00:40:29

Hey John -

I definitely appreciate your time today. Our application reference number is **#7979**.

Any help you might be able to provide in speeding up the process for us, or providing transparency to where we are in the process, would be extremely helpful!

Thanks in advance,
RG

--

Ryan Graves
twitter: [@ryangraves](#)
cell: [REDACTED]
Uber Technologies, Inc.

On Tuesday, May 15, 2012 at 5:32 PM, Ryan Graves, Uber wrote:

That should work! Thanks John, looking forward to the chat.

Cheers,
RG

--

Ryan Graves
twitter: [@ryangraves](#)
cell: [REDACTED]
Uber Technologies, Inc.

On Tuesday, May 15, 2012 at 12:52 PM, Mason John (TPH) wrote:

Ryan

Sure. 530pm UK time tomorrow would be good if you can do?

+ [REDACTED]

John

From: Ryan Graves, Uber [[mailto:\[REDACTED\]](mailto:[REDACTED])]
Sent: Tuesday, May 15, 2012 05:47 PM
To: Mason John (TPH)
Subject: Response to your tweet

Hey John - I really appreciate the response to a cold tweet :)

I've got a few questions about the licensing process for a PHV

Operators license as it pertains to a company that will not actually own or operate vehicles, but will act in the payment processing realm.

Any chance we could hop on the phone for a quick chat?

Cheers,
RG

--

Ryan Graves
twitter: @ryangraves
cell: [REDACTED]
Uber Technologies, Inc.

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From: [Mason John \(TPH\)](#)
To: ["Corey Owens"](#)
Cc: [REDACTED] (TPH)
Subject: RE: Uber Update
Date: 25 July 2013 12:48:00

Corey

In first instance you would want to meet with [REDACTED] General Manager of Taxi and Private Hire as I am aware there are a few issues she may wish to discuss.

[REDACTED] – will leave with you to arrange.

John

From: Corey Owens [mailto:[REDACTED]]
Sent: 25 July 2013 12:45
To: Mason John (TPH)
Subject: Re: Uber Update

Hi John,

My name is Corey Owens and I'm Head of Global Public Policy at Uber Technologies. I'd love to find a time to chat next week to give you the information Travis discussed, and to generally introduce myself and learn about how you're approaching this space. Is there a time that's best for you?

Corey Owens
Uber Technologies
[REDACTED]

On Jul 15, 2013, at 12:40 PM, Travis Kalanick wrote:

We'll get that info to you in short order. The company's name is Lyft.

Also. In case there is any confusion, every single uberX driver/car in London is licensed by the tfl per tfl rules and regs. We work with existing licensed and insured minicabs to help Londoners get around and help minicab drivers make a better living.

Thanks,

Travis

Sent from my iPhone

On Jul 15, 2013, at 3:04 AM, "Mason John (TPH)" <[REDACTED]> wrote:

Travis / Ryan

Thought you would be interested at the way some of our more vociferous taxi trade critics have responded to UberX

<http://taxileaks.blogspot.co.uk/2013/07/tfl-to-license-minicab-service-banned.html>



Travis – when we spoke recently you said you would forward some details of the service that is operating in some cities over there as taxi/PH service without licensed vehicles or drivers but getting a “donation” and they were planning to come to London.

Do you have that information please?

Thanks

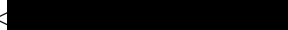
John

-----Original Message-----

From: Travis Kalanick [<mailto:> 
Sent: 20 June 2013 15:39
To: Mason John (TPH)
Cc: Phatchany Phanyanouvong;  (ST); Travis Kalanick
Subject: Re: Uber Update

That will work



Sent from my iPhone

On Jun 20, 2013, at 1:01 AM, "Mason John (TPH)"
< wrote:

> Can we push to 16.30 GMT please, same number.

>

> -----Original Message-----

> From: Phatchany Phanyanouvong [<mailto:> 
> Sent: 19 June 2013 19:08
> To: Mason John (TPH);  (ST); Travis Kalanick
> Subject: RE: Uber Update

>

> John,

>

> That works! Should Travis call you at this number [REDACTED] at
> 4pm GMT tomorrow?

>

> Thank you,

> Phatch

>

> -----Original Message-----

> From: Mason John (TPH) [mailto:[REDACTED]]

> Sent: Wednesday, June 19, 2013 10:47 AM

> To: [REDACTED] (ST); [REDACTED]

> Subject: Re: Uber Update

>

> I could do 4pm GMT tomorrow if that helps?

>

>

>

> ----- Original Message -----

> From: Phatchany Phanyanouvong [mailto:[REDACTED]]

> Sent: Wednesday, June 19, 2013 06:09 PM

> To: [REDACTED] (ST); Mason John (TPH); Travis Kalanick

> <[REDACTED]>

> Subject: RE: Uber Update

>

> [REDACTED]

>

> Is it 12:30pm PST or GMT on July 1st?

>

> Thank you,

> Phatch

>

> -----Original Message-----

> From: [REDACTED] (ST) [mailto:[REDACTED]]

> Sent: Wednesday, June 19, 2013 3:03 AM

> To: Mason John (TPH); Travis Kalanick

> Cc: Phatchany Phanyanouvong

> Subject: RE: Uber Update

>

> Hi Travis

>

> How about 12.30pm on the 1st July? I am unable to pin John down next week unfortunately.

>

> Kind regards

>

> [REDACTED]

> [REDACTED] | PA to John Mason, Director, TfL London Taxi & Private Hire & Congestion Charging and Traffic Enforcement

> [REDACTED] | PA to [REDACTED] General Manager, TfL London

> Taxi & Private Hire 4th Floor Yellow, Palestra, 197 Blackfriars Road,

> London SE1 8NJ

> T: [REDACTED] / Auto [REDACTED] / Email: [REDACTED]

>

> For up to date news and information regarding London Taxi and Private

> Hire matters follow us on Twitter @TfLTPH

>

> -----Original Message-----

> From: Mason John (TPH)

> Sent: 19 June 2013 09:59

> To: Travis Kalanick

> Cc: Phatchany Phanyanouvong; [REDACTED] (ST)

> Subject: Re: Uber Update

>

>

> Travis

>

> Good to hear from you.

>

> My PA will try and set up something.

>

> John Mason

> Director

> London Taxi and Private Hire

> Telephone: [REDACTED]

>

>

> On 19 Jun 2013, at 00:24, "Travis Kalanick" <[REDACTED]> wrote:

>

>> John,

>>

>> It's been awhile since we first met in DC at the IATR conference. I

>> hope all is well. I had a few questions for you regarding new

>> services we're considering rolling out in London. I don't anticipate

>> any show stoppers but wanted to make sure they were on your radar,

>> and wanted to run a couple things your way to get your perspective.

>>

>> Are you available in the next week or so for a phone call?

>>

>> Thanks in advance,

>>

>> Travis

>

>

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> *****

From: [Ryan Graves](#)
To: [Mason John \(TPH\)](#)
Subject: touch base
Date: 20 November 2013 06:29:23


John -

We haven't spoken in some time, so I hope you're well. As you may have seen, we're growing quickly with uberX and our LUX product and would love to touch base about how TfL's thinking about the evolution of the for-hire market. We've got a couple areas that I'd love to pick your brain on if you have sometime to chat.

Let me know what would work for you.

Cheers,
RG

--

Ryan Graves
cell: +
twitter: @ryangraves
Uber Technologies Inc.

From: [Uber London](#)
To: [Mason John \(TPH\)](#)
Subject: Trick or Treat // Win £500 credits
Date: 30 October 2013 17:19:40



UBER LONDON

TRICK OR TREAT!

Hey John,

We've given plenty of Halloween buckets to a select number of drivers, **filled to the brim with promo codes and delicious treats** to tantalise your taste buds. So dig deep and grab your sweets, check the back of the wrapper and see if there's a promo code lurking but beware, not every promo code will be as expected, **Mwahahaaaaa!**

The small print:

- Buckets will be provided in select vehicles this **Thursday 31st October** from **6pm** - late or until the supply has been exhausted.

- You have to enter the promo code in order to see what you've won! Make sure you look out for in app messaging to see the value.
- **TRICK: £0 promo code.**
- **TREAT: £5, £20 and £50 credits up for grabs!**

And wait, there's more: We want to see you in your ghoulish outfits so **Tweet/Instagram pictures to @Uber_LDN** in the back of an Uber for a chance to **win £50 credit**. Get creative and make sure you use the hashtag **#Ooover**

Have a safe night and a spooktacular Halloween!

Want £500 FREE credits? Share your promo code below - your friends get £10 credits from your invite & once they ride, you'll get £10 credits off your next ride!

GIVE UBER, GET UBER



SHARE



TWEET



EMAIL

YOUR PROMO CODE

56suj



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From: [Mason John \(TPH\)](#)
To: ["Ryan Graves"](#)
Subject: UBER
Date: 29 January 2013 14:47:00

Ryan

How are you?

Wondered what was going on with you guys in London. Very quiet!

John

From: [Uber Team](#)
To: [Mason John \(TPH\)](#)
Subject: Uber App Update: Fare Splitting = Fair Splitting
Date: 16 July 2013 09:19:30



UBER HQ

Fare Splitting = Fair Splitting

Hey John,

It's been said that 4 out of 3 people can't do fractions. At Uber, we love math (we have a whole team dedicated to it!) but we understand that not everyone does. So, we're going to do the long division for you.

Split Your Fare With Friends Using the Latest Uber App!



Simplify your life and your fractions. Use fare splitting anytime, anywhere and with anyone:

- That friend who conveniently "forgets" to pay you back
- Saturday night with your entourage
- The couple that has to split everything down the middle

It's a simple formula: Uber + Friends = :)

Math is hard, Uber isn't.

Love,
Team Uber

GET THE LATEST UBER APP!

Visit our blog to learn more

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From: support@uber.com
To: [Mason John \(TPH\)](#)
Subject: Welcome to Uber!
Date: 15 July 2013 11:30:40

Hi John,

Welcome to Uber! Please visit this link to confirm your email address:

[https://clients.uber.com/#!/confirm-email?
token=13f487033d1be2e8bb12eddfd79748e0](https://clients.uber.com/#!/confirm-email?token=13f487033d1be2e8bb12eddfd79748e0) 

Enjoy your first ride!

Love,
Team Uber