

Uber brings Black back to India



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Reintroduces its high-end category starting with Mumbai

Uber, India's leading ridesharing app today announced the launch of its upscale Uber Black category. This new addition is a step towards addressing the growing preference of Indian customers towards premium offerings and Uber's ability to deliver a new standard of on-demand mobility in premium cars.

Uber Black offers a range of cushioned features designed to elevate the ride with unparalleled comfort, style and convenience.

- Brand new, higher-end cars to ensure consistent vehicle quality*
- Top rated drivers, trained by our fleet partners*
- In-app experience while booking the ride to keep passenger comfort front & centre*
- The magic of on-demand mobility for those who desire a well-appointed experience*

*Riders will get to enjoy in-car amenities and on-trip preferences, ensuring consistently high quality experience. Uber Black allows for a personalised ride with customisable features like **quiet mode, temperature control, and help with luggage**. So if you're dialling into a conference call on the way to work, you can request a quiet trip – without any music or conversation with the driver – to maximise productivity. You can opt for cooling to be turned up or down before you even hop into the car. With extended wait times, riders benefit from an additional 5-minute pickup window without incurring a waiting fee, offering greater flexibility. These new features also take out the guesswork for drivers looking to give riders a 5 star ride.*

*Commenting on the launch, **Prabhjeet Singh, President, Uber India and South Asia**, said, "We are thrilled to bring Uber Black back in an all new avatar to meet the evolving aspirations of Indian*

customers and introduce the **business class of back seats** on Indian roads. As the largest on-demand mobility network with industry-leading matching, routing, and pricing tech and scaled fleet operations - we are bringing the magic of consistent high quality service and premium comfort with Black. As India's leading multimodal mobility service, Uber endeavors to cater to the full spectrum of riders, from those seeking affordable rides on two or three wheels to those who desire a truly well-appointed experience in premium vehicles."

How to book an Uber Black Trip:

- Open the Uber app and enter your destination in the 'where to' box
- Select Uber Black at the bottom of the screen
- Select your on-trip preferences
- Review the booking details including the price for the trip and tap Confirm Black
- Enjoy your ride

About Uber

Uber came to India in 2013 with a simple promise: press a button, get a ride. 10 years and over 3 billion trips later, we continue to build products to help people get where they need to be. Today, Uber is available across 125 cities in India and has become #IndiaKiRide where people can go where they have to on Moto, Auto, Cars and even Buses - designed for their various intracity and intercity travel needs. With just a swipe on the app we make mobility seamless for millions and support over 1 million Indians make a sustainable income by getting in the driver's seat. We continue to reimagine the way the world moves for the better in ever expanding ways and as we mark our ten-year milestone - we remain committed to keep India Moving Forward.

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