

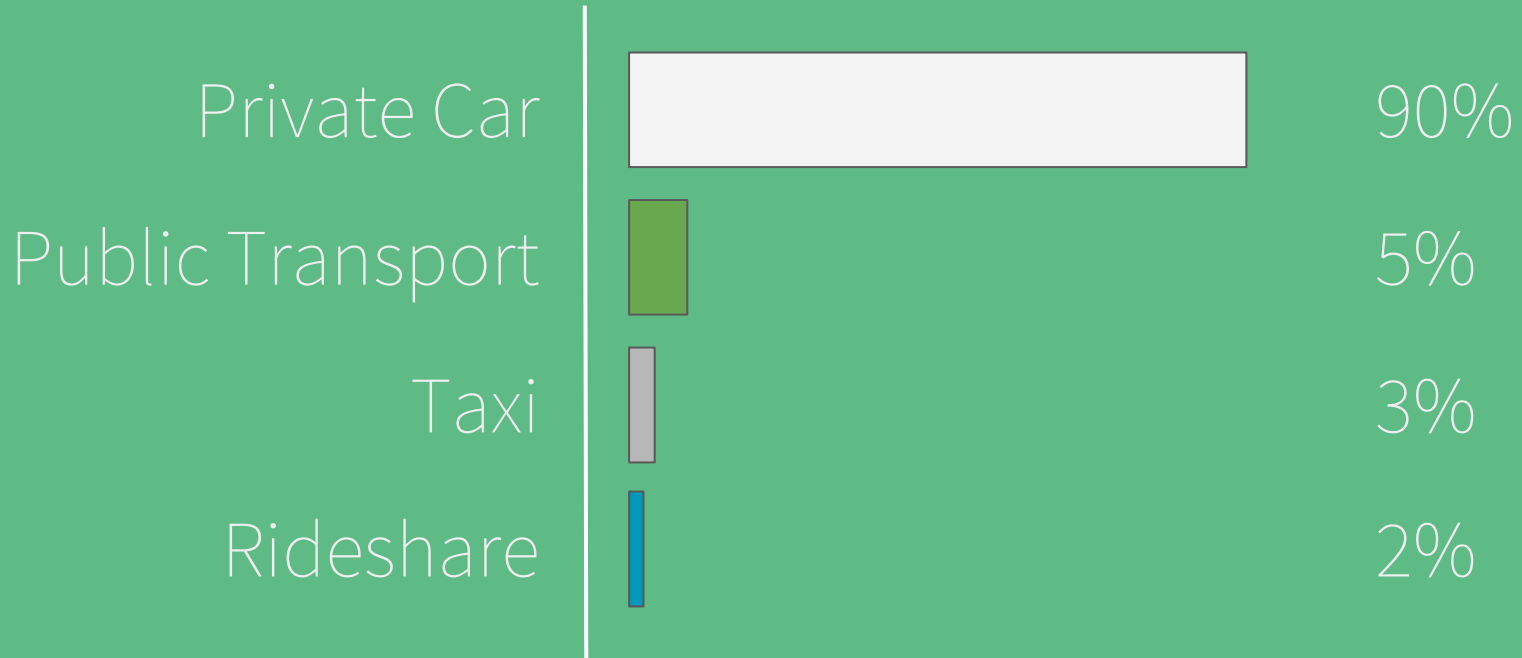
Uber

# **Mode shift and increasing EV uptake: an Uber perspective**

May 2021

**Uber**

# Share of travel in Auckland



Modality share (% of people-km)  
Source: BCG 'What's next in point to point transport'



**Shared**



**Multimodal**

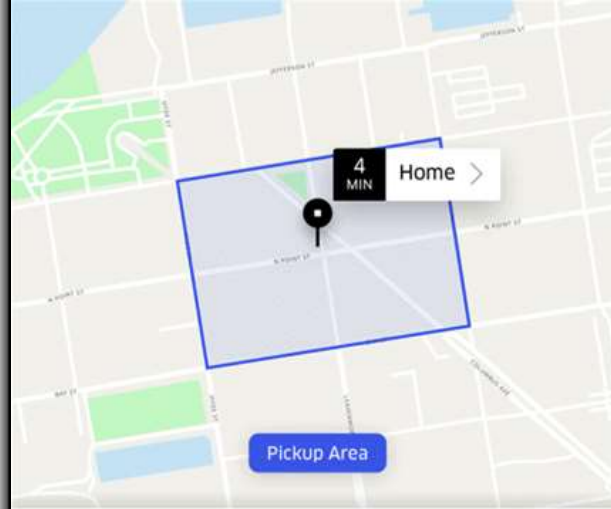
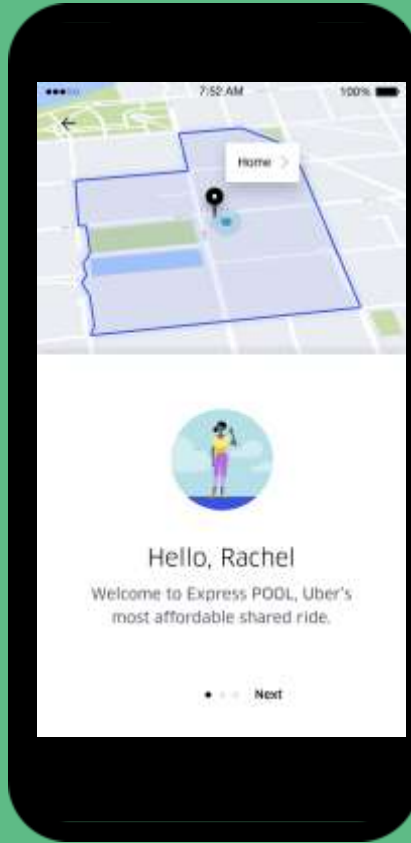


**Integrated**



**Zero  
emission**

# Shared

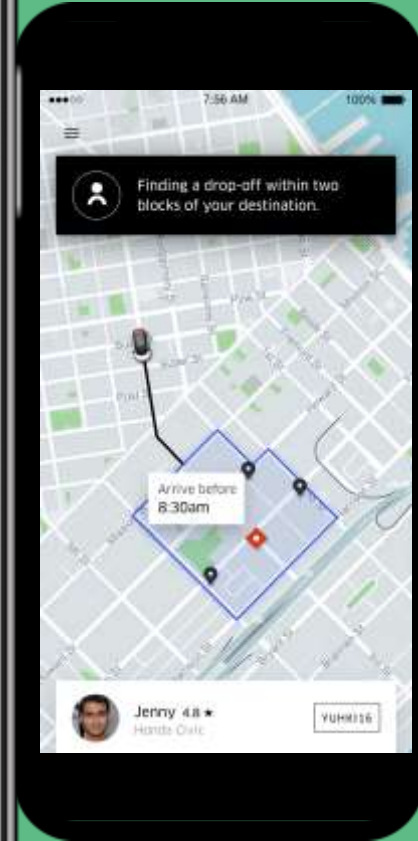


Economy Shared rides with a short walk Premium

 <b>EXPRESS POOL</b> \$4.25 8:20-8:30	 <b>POOL</b> \$8.50 8:22am	 <b>uberX</b> \$12.24 8:16am
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4321 1 passenger

**REQUEST EXPRESS POOL**

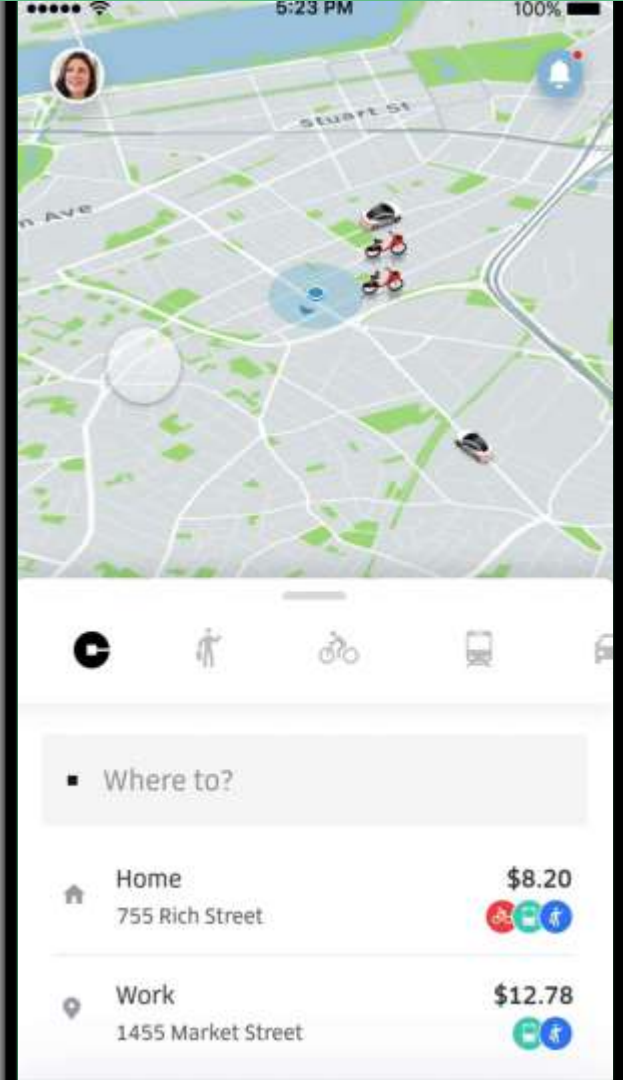




# Multi- modal



# Integrated



# Zero emissions





# Policy interventions

- **How subsidies are applied**
- **The second-hand market**
- **Provision of public charging infrastructure**

Uber