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Appendix A
Uber Safety Advertisements

Advertisement 1



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Advertisement 2



UBER

Because nobody wants to be the designated driver.

Have fun tonight. We'll handle the rest. Our inexpensive transportation service will get you where you need to go and even let you choose how you get there. You can select between our different vehicle options: UberX, UberSUV, UberBLACK, and UberXL. Our mobile app lets you enter your route prior to request, providing you with an estimate of the trip cost, so there won't be any surprises. Visit www.uber.com and download the mobile app for iPhone/Android and your first ride is on us.





Advertisement 3



0:02 / 1:05

Reasons to Ride | Uber

Uber  Uber  886K subscribers [Subscribe](#)

[Like](#) [Share](#) [Save](#) [More](#)

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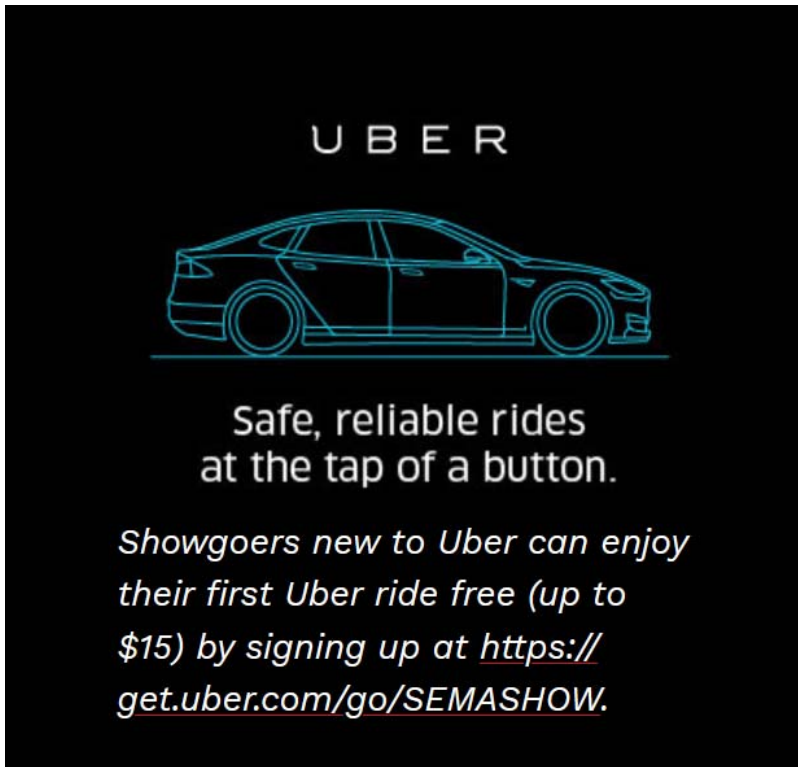
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UBER

Safe, reliable rides
at the tap of a button.

*Showgoers new to Uber can enjoy
their first Uber ride free (up to
\$15) by signing up at [https://
get.uber.com/go/SEMASHOW](https://get.uber.com/go/SEMASHOW).*

14 **Advertisement 5**

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SCAN TO RECEIVE \$20 UBER CREDIT
OR ENTER CODE **TXDOT20** IN THE UBER APP

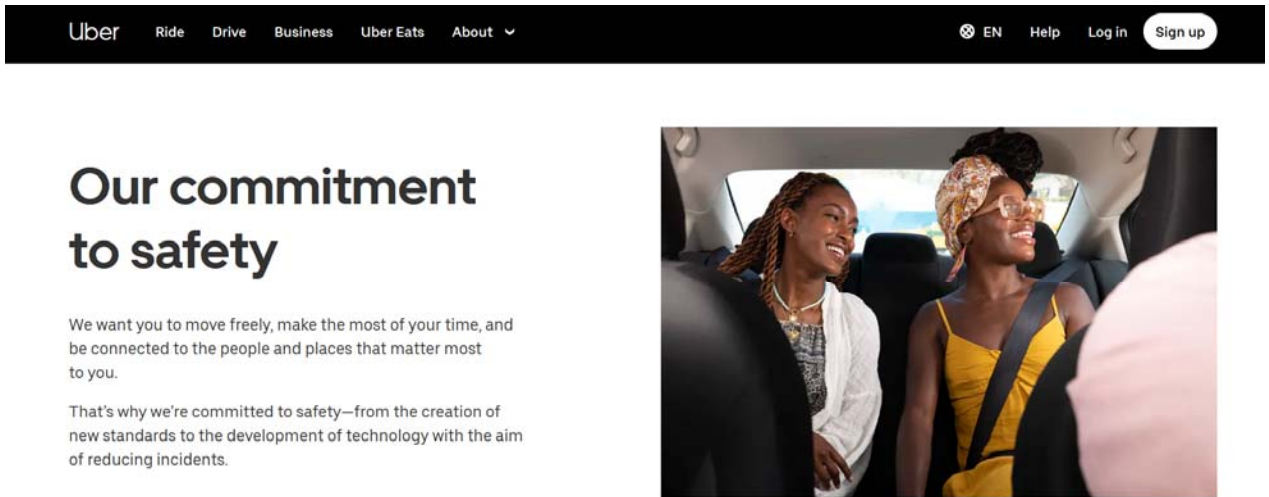
**Keep the holidays safe.
Don't drink and drive.**

This campaign is a collaboration of the Texas Department of Transportation with the Governors Highway Safety Association and Uber. Credit is valid through January 14th, 2022 from 5pm-5am. Ride credits are subject to change. Available while supplies last.

Save a Life **G-HSA** **Uber**
#EndTheStreakTX Governors Highway Safety Association
The States' Voice on Highway Safety

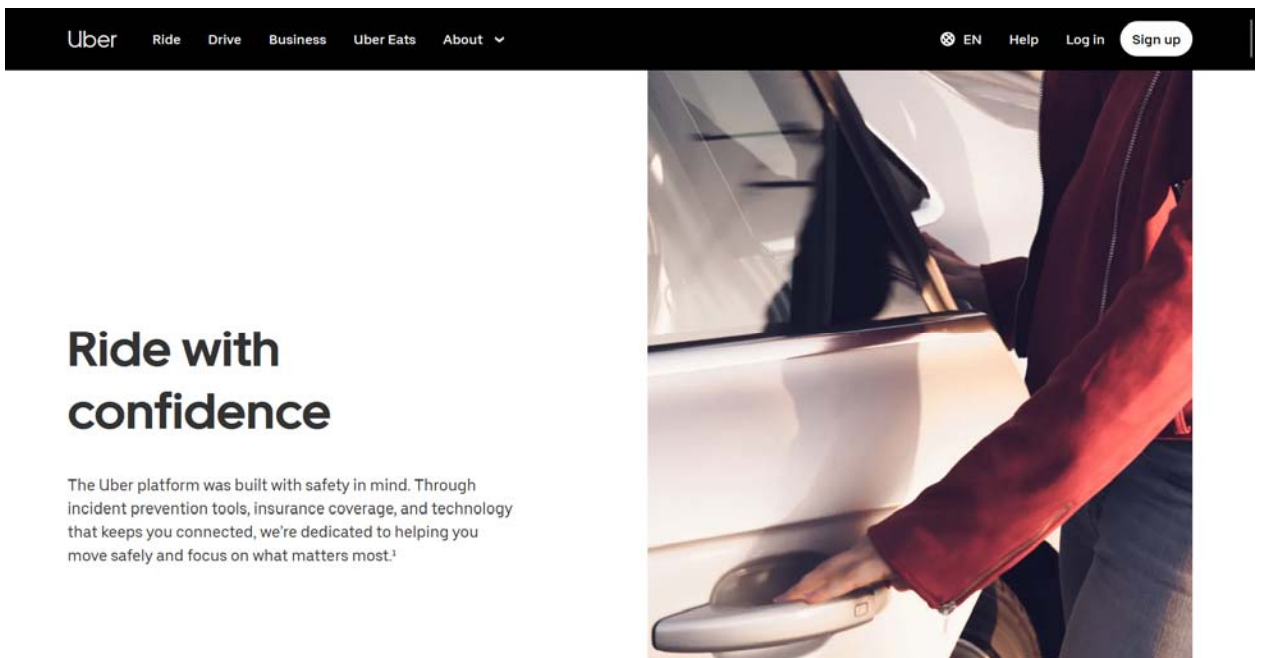
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Advertisement 6



The screenshot shows the top navigation bar of the Uber website with links for Ride, Drive, Business, Uber Eats, and About. On the right, there are links for EN, Help, Log in, and a Sign up button. The main content area features the heading "Our commitment to safety" in a large, bold font. Below the heading is a paragraph of text: "We want you to move freely, make the most of your time, and be connected to the people and places that matter most to you." This is followed by another paragraph: "That's why we're committed to safety—from the creation of new standards to the development of technology with the aim of reducing incidents." To the right of the text is a photograph of two women sitting in the back of a car, smiling and looking out the window. One woman is wearing a yellow top and a headwrap, and the other is wearing a white cardigan.

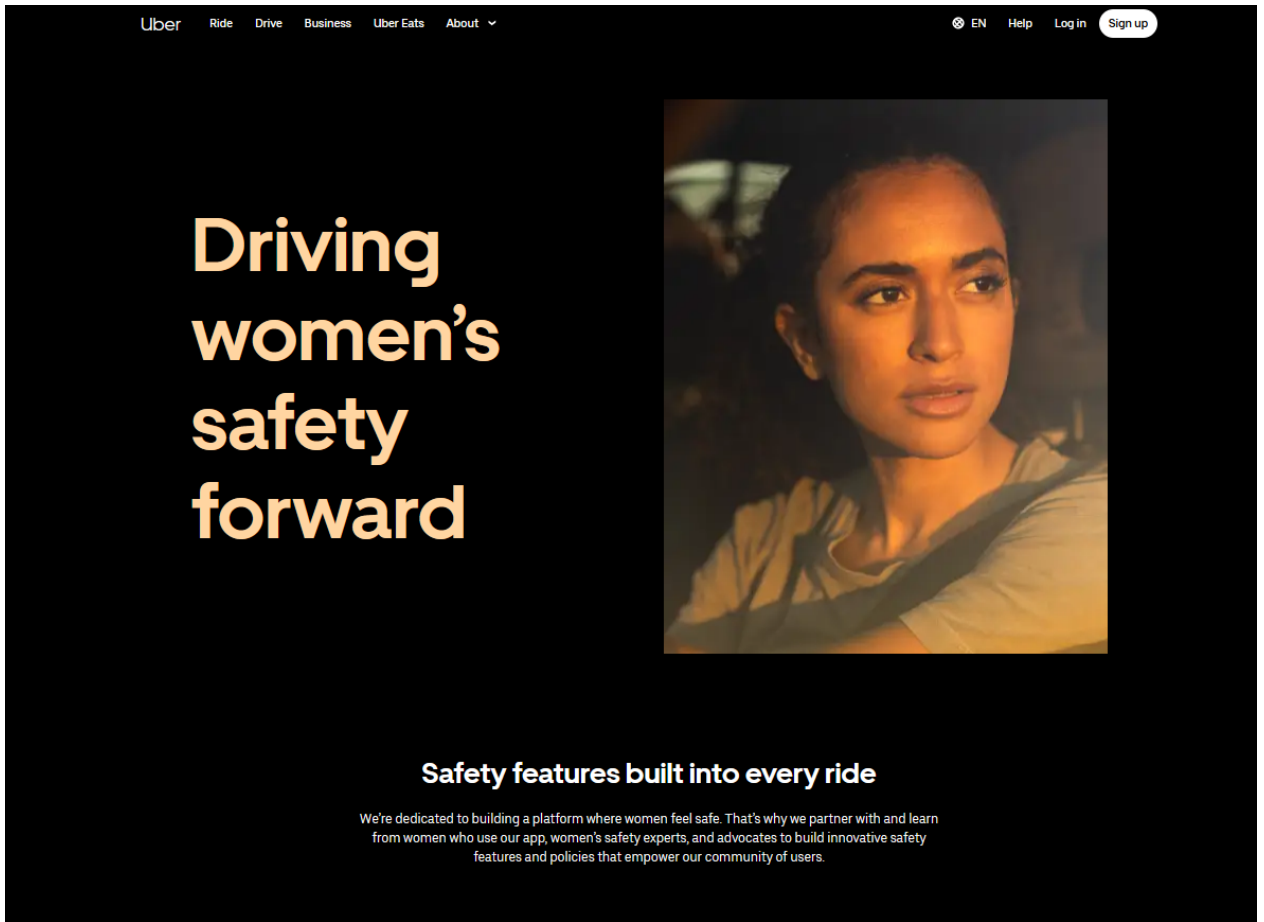
Advertisement 7



The screenshot shows the top navigation bar of the Uber website with links for Ride, Drive, Business, Uber Eats, and About. On the right, there are links for EN, Help, Log in, and a Sign up button. The main content area features the heading "Ride with confidence" in a large, bold font. Below the heading is a paragraph of text: "The Uber platform was built with safety in mind. Through incident prevention tools, insurance coverage, and technology that keeps you connected, we're dedicated to helping you move safely and focus on what matters most.¹" To the right of the text is a photograph showing a close-up of a person's hand in a red jacket reaching for the door handle of a white car.

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Advertisement 8



Uber Ride Drive Business Uber Eats About ▾

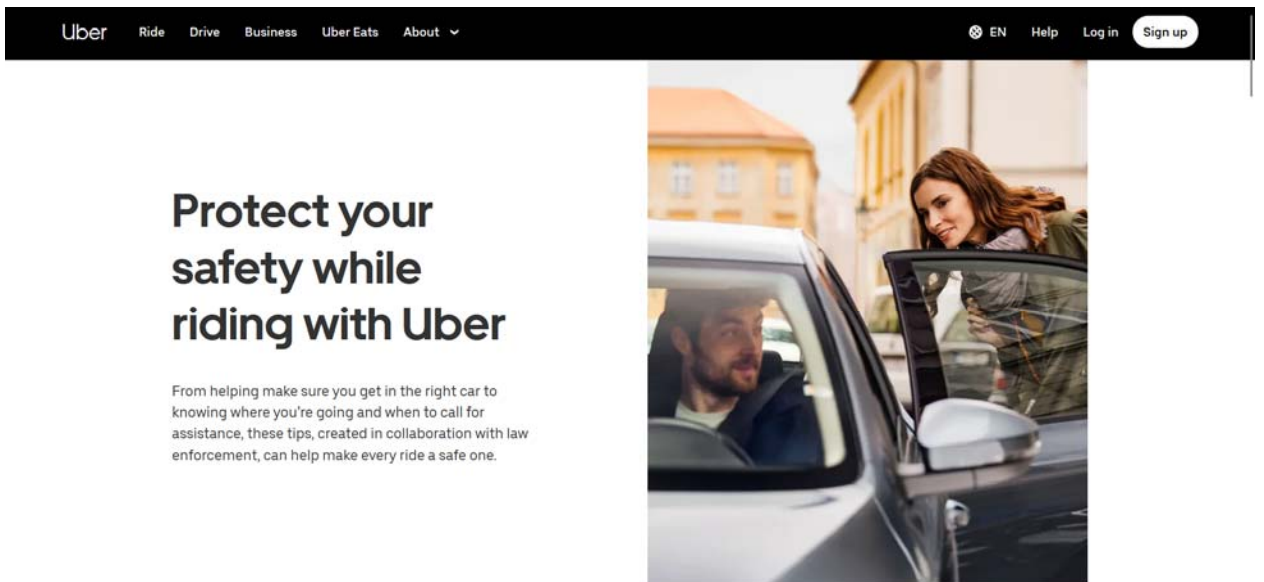
EN Help Log in Sign up

Driving women's safety forward

Safety features built into every ride

We're dedicated to building a platform where women feel safe. That's why we partner with and learn from women who use our app, women's safety experts, and advocates to build innovative safety features and policies that empower our community of users.

Advertisement 9



Uber Ride Drive Business Uber Eats About ▾

EN Help Log in Sign up

Protect your safety while riding with Uber

From helping make sure you get in the right car to knowing where you're going and when to call for assistance, these tips, created in collaboration with law enforcement, can help make every ride a safe one.

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Advertisement 10

Building safer journeys for everyone

Learn more about safety at Uber.



Rider safety

Millions of rides are requested every day. Every rider has access to safety features built into the app. And every ride has a support team if you need them.

[Learn more](#)



Our commitment to safety

Uber is committed to your safety. Learn about our commitment and how safety is built into the rider and driver experiences, in the app and beyond.

[Learn more](#)

Advertisement 11



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Swipe to find out more. →



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

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13 26,265 views


14 uber Don't look for a reason to drive when there are so many reasons to ride.

15 **Advertisement 13**

16  Uber  December 31, 2014 ·  ...

17 Safety is our top priority especially when ringing in the New Year! Get to know our safety features better as you make your way out for the celebration: t.uber.com/nye2014tips1 #NYEtips

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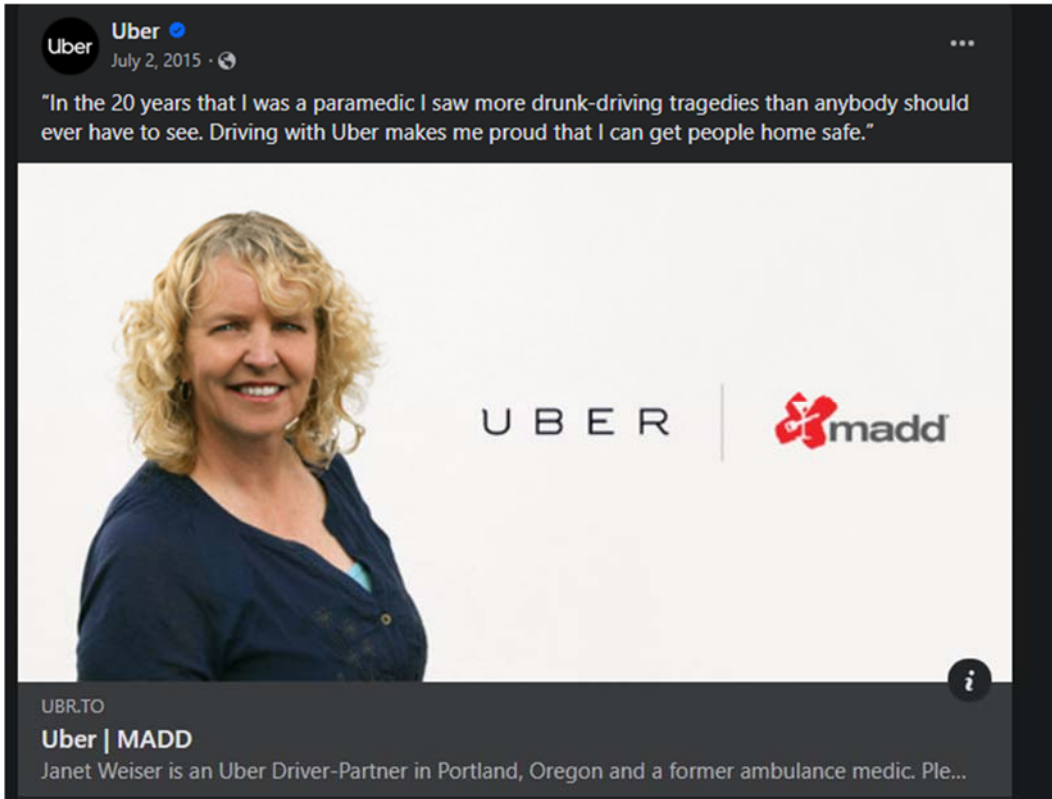
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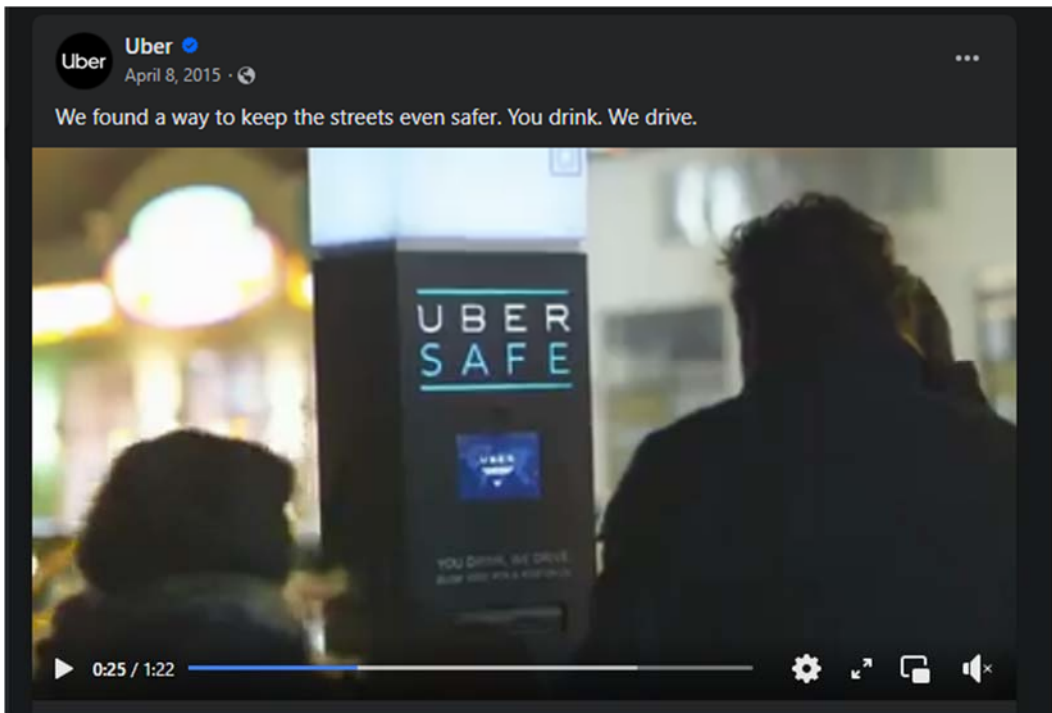
1 **Advertisement 14**



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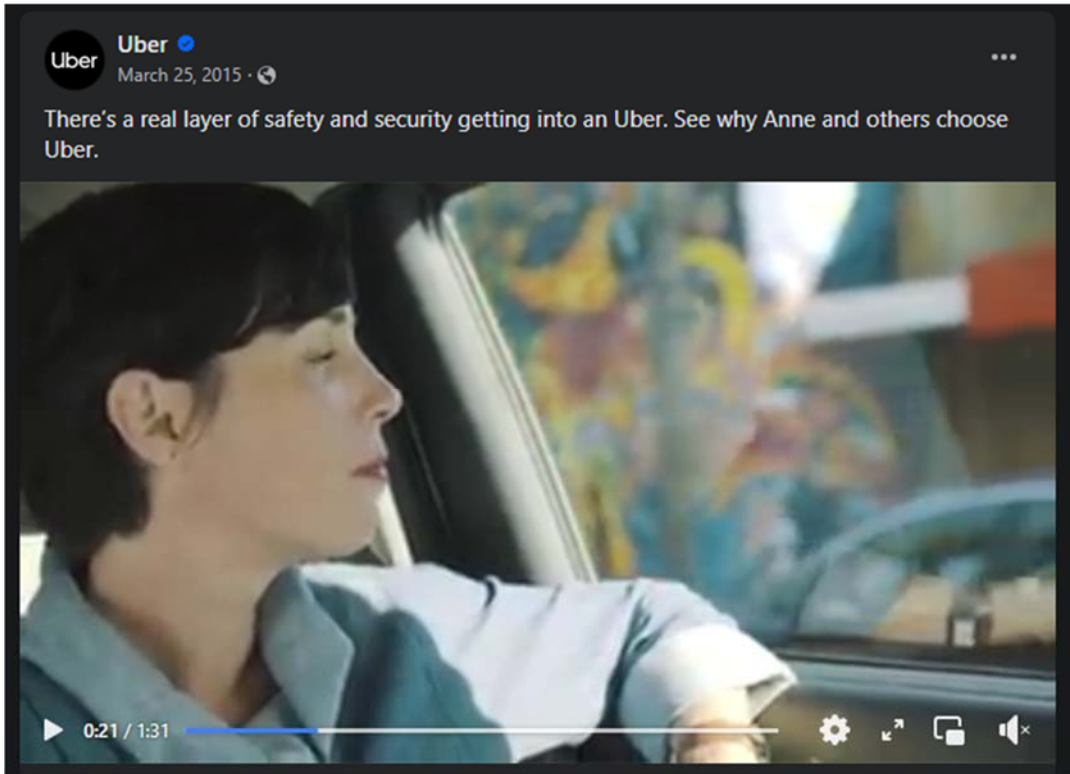
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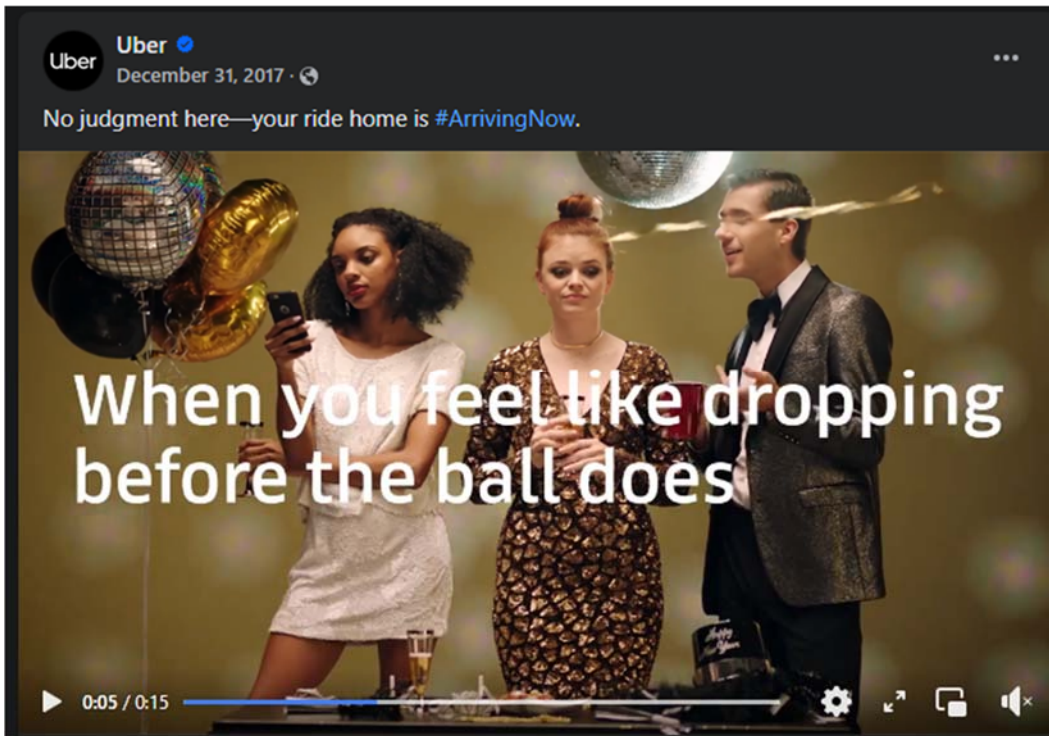


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Advertisement 16

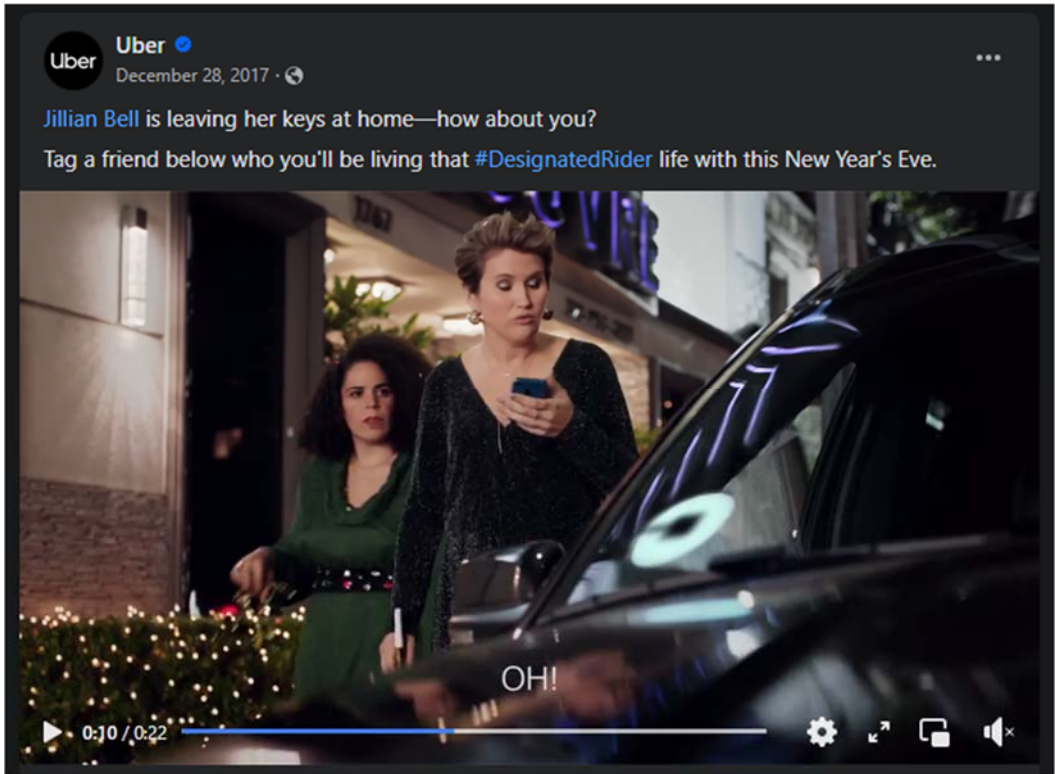


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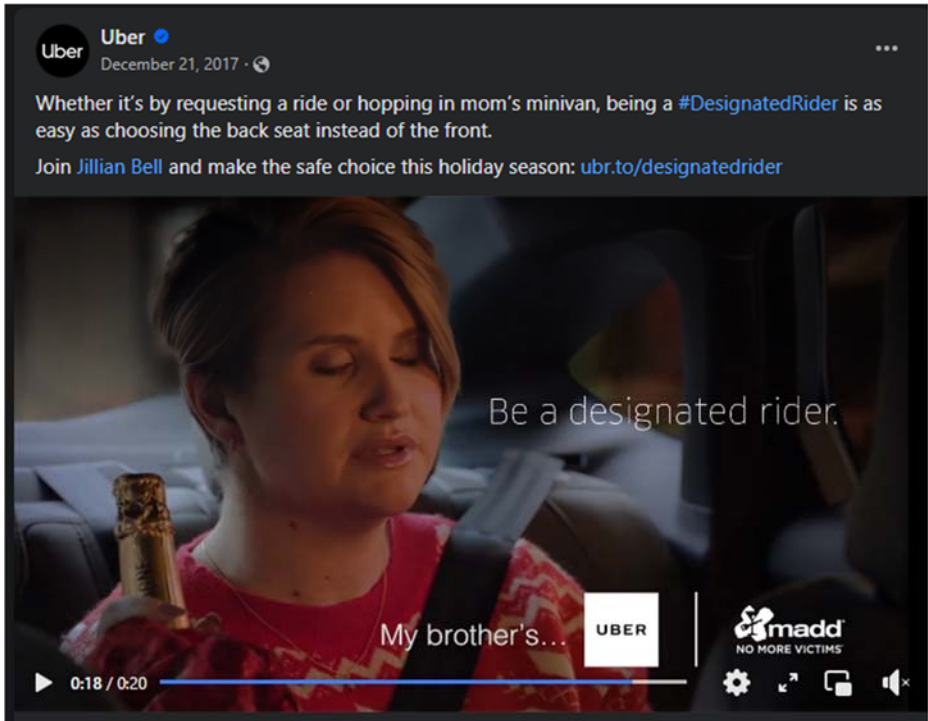
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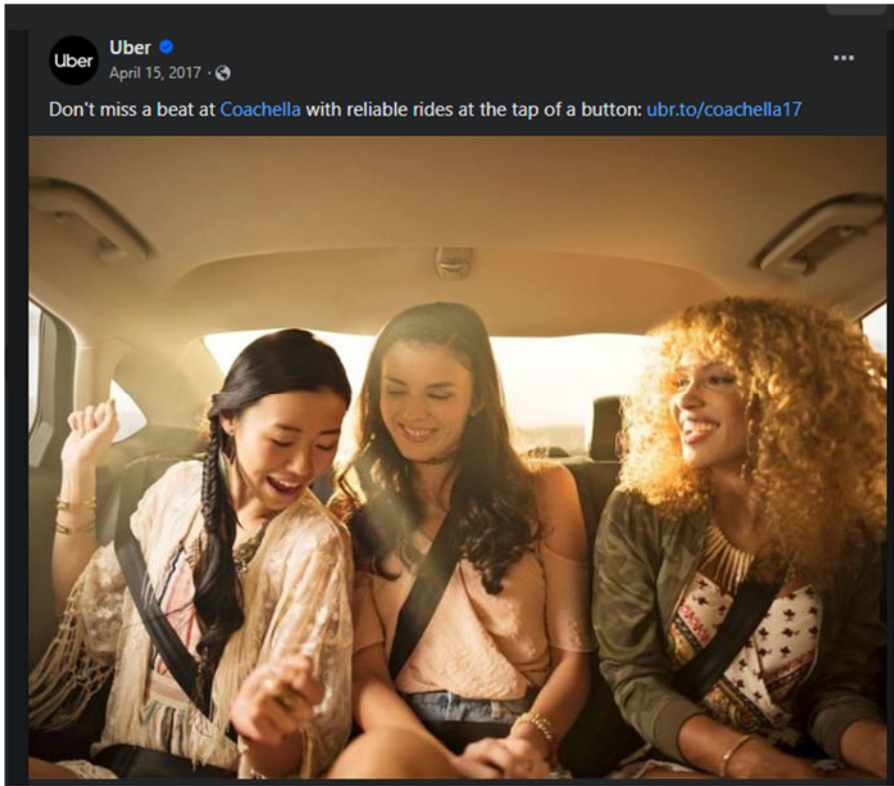
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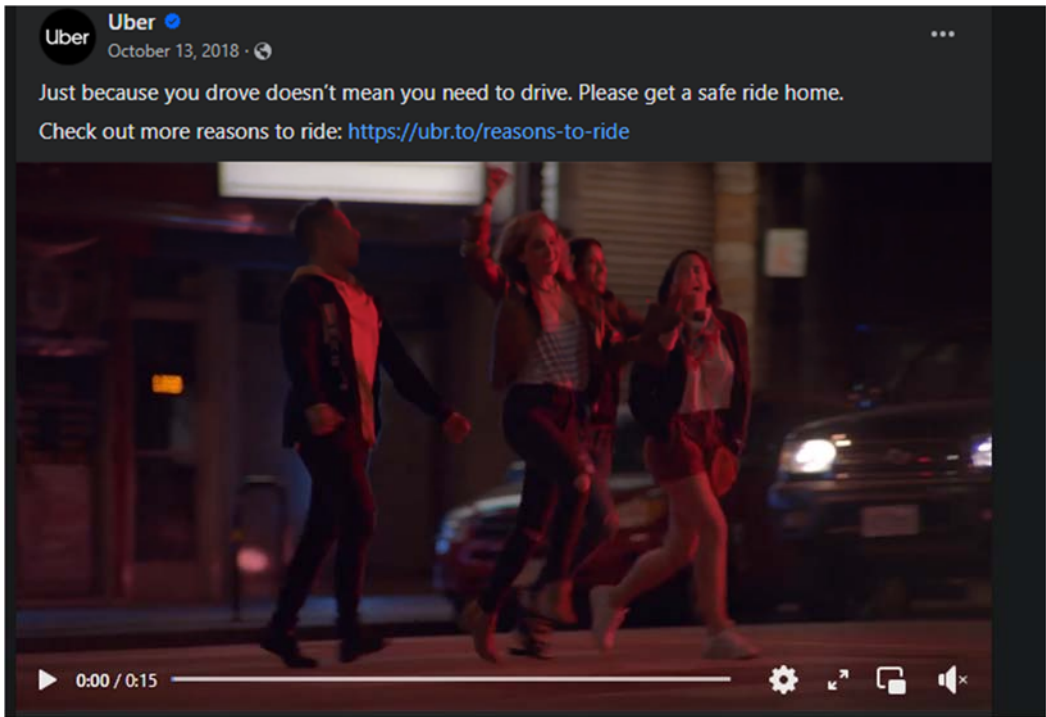


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Advertisement 20

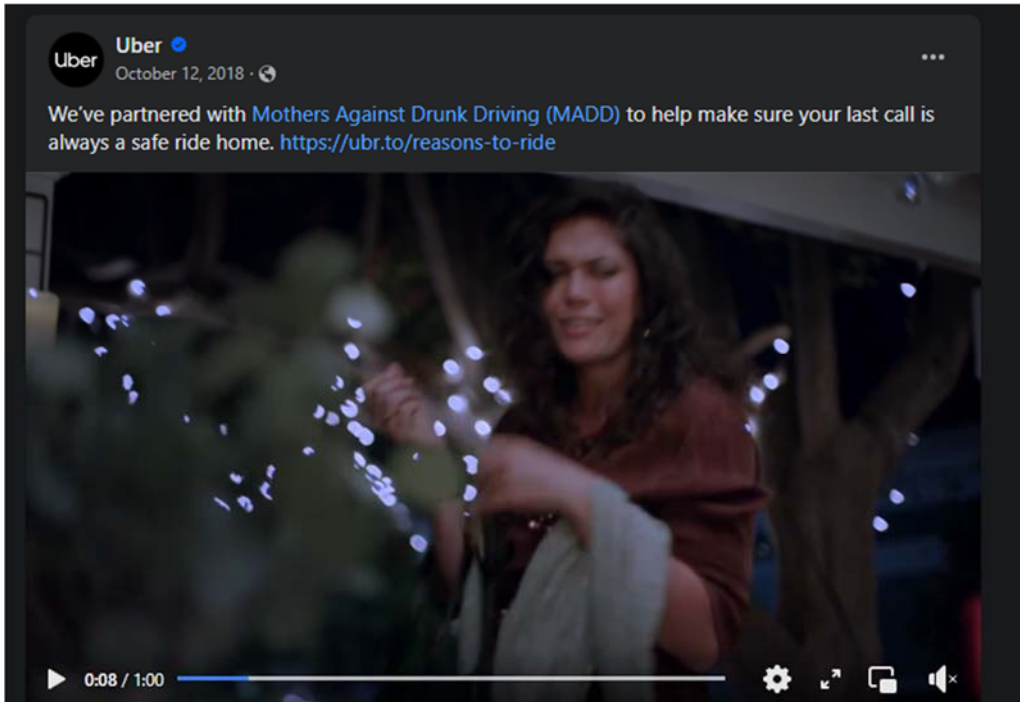


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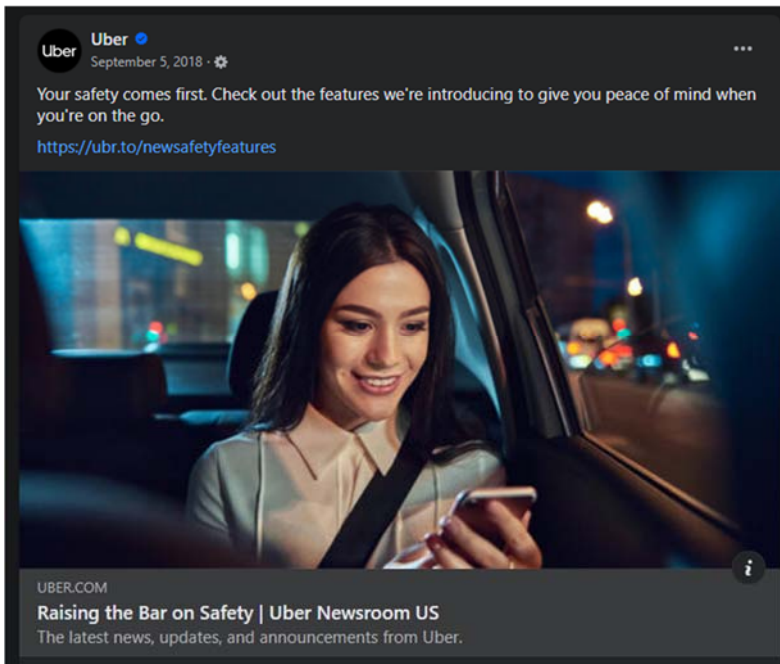


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Advertisement 22

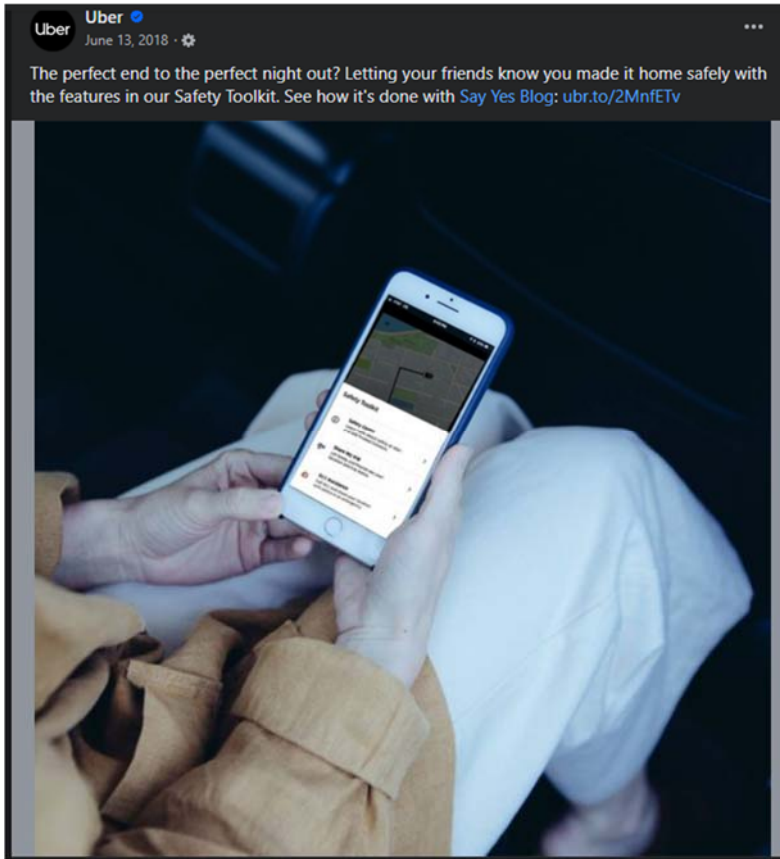


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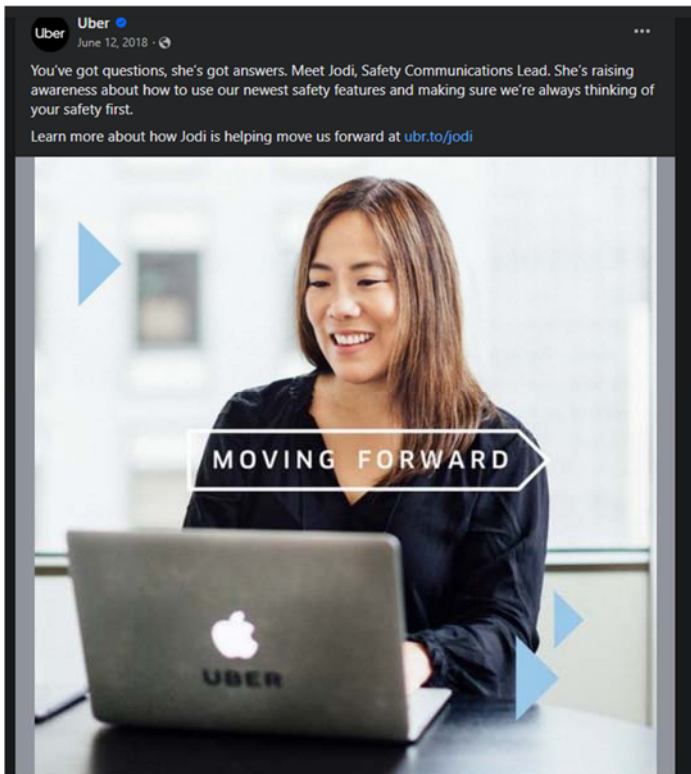


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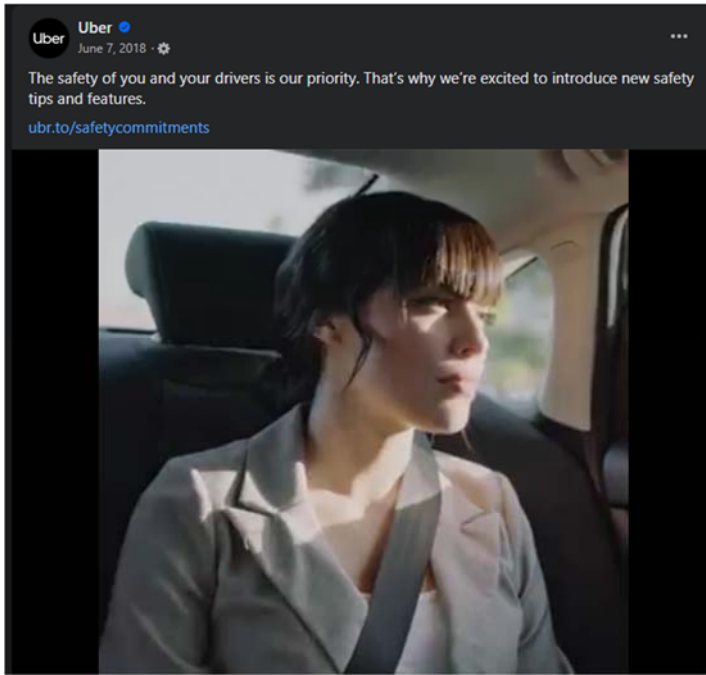


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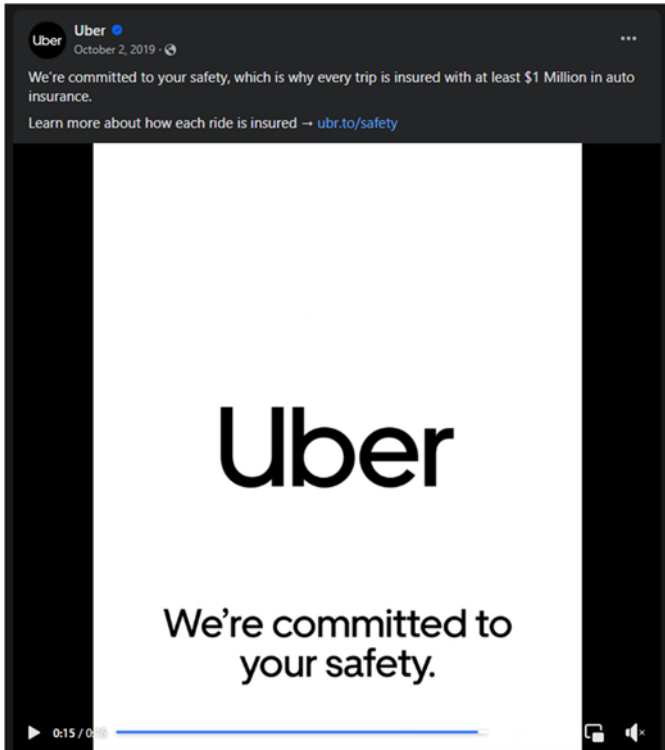


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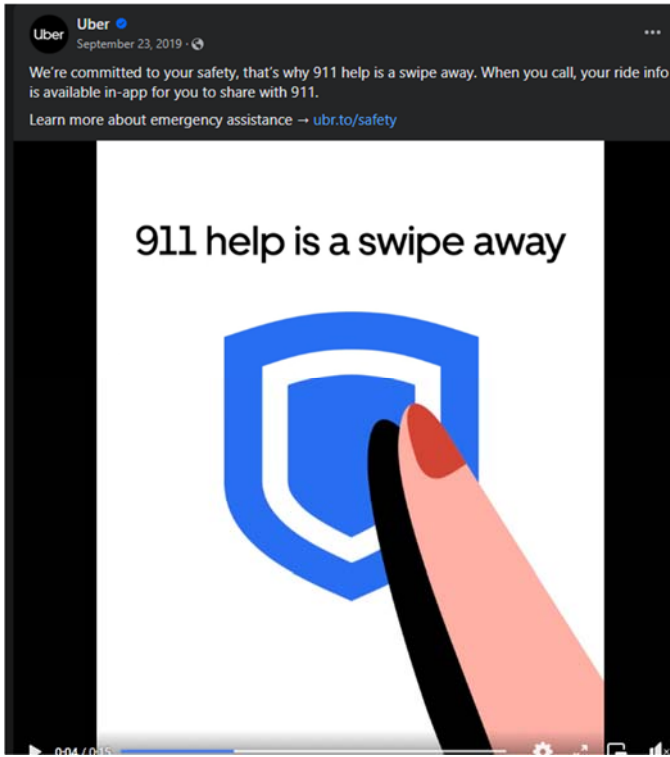


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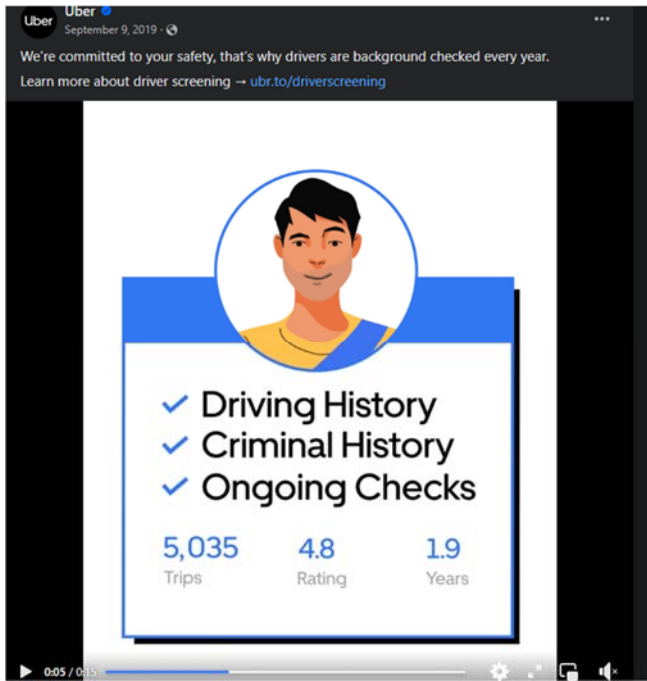


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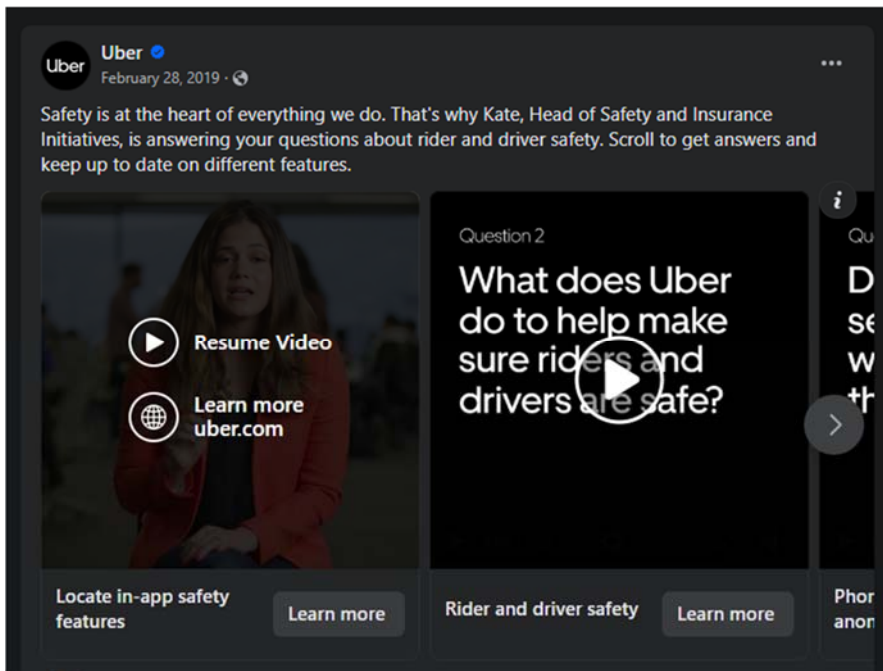


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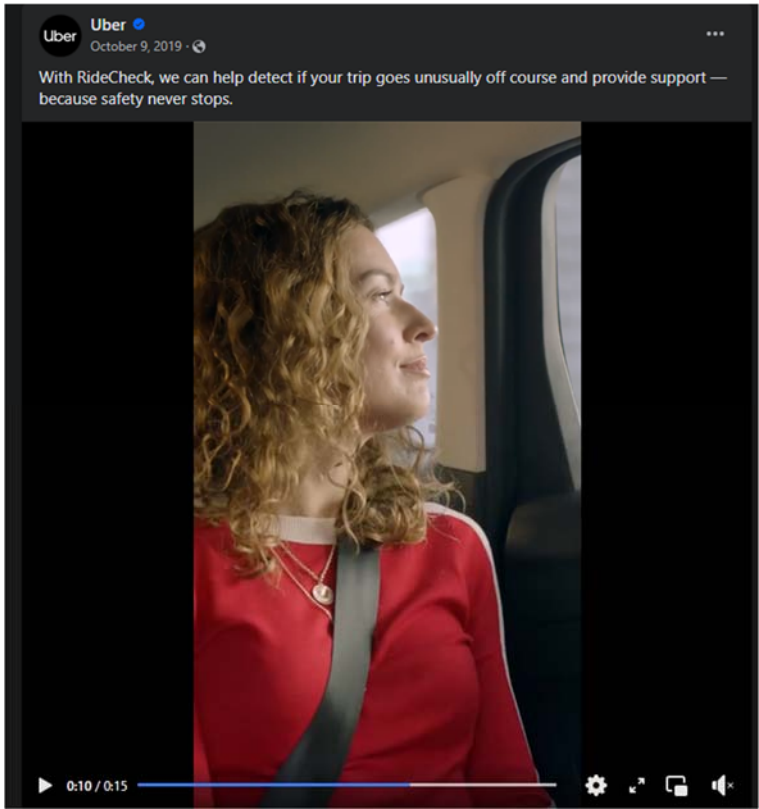


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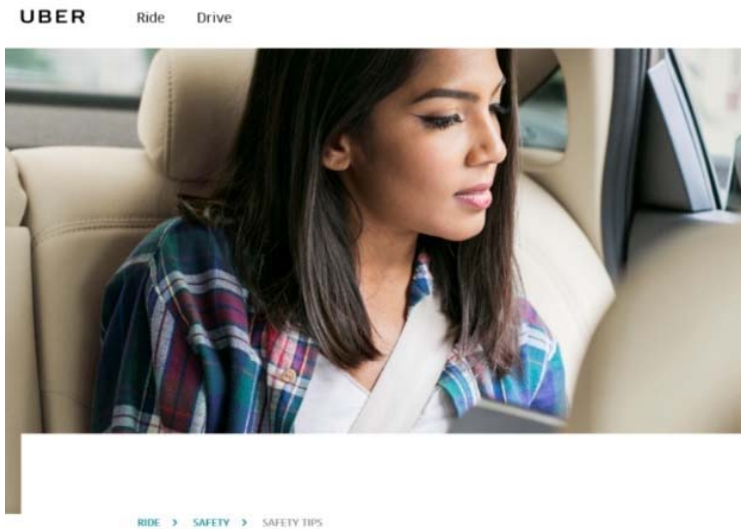


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Advertisement 33



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Advertisement 34



"I work events late at night, and with Uber, I feel safer knowing I don't have to go wait outside and hope I can flag down a ride."

Brittany,
Rider from Portland

Advertisement 35



HOME > SAFETY

Trip safety
Our commitment to riders

Uber is dedicated to keeping people safe on the road. Our technology enables us to focus on rider safety before, during, and after every trip.

Advertisement 36

UBER Ride Drive Cities

Safe rides, safer cities
Going the distance for everyone on the road



Riders and Drivers
A ride you can trust