

UberTransit & Utilizing Central

A simplified way to ride



“

We share many of the same goals as the 600 cities we serve, and are committed to addressing the same challenges: reducing individual car ownership, expanding transportation access and helping governments plan future transportation investments.

Dara Khosrowshahi





Global Scale

A stylized world map composed of a grid of small white dots on a dark blue background, centered behind the Uber logo.

Uber

600+

Cities

60+

Countries

10B+

Cumulative Trips



Our potential offerings

Increase Ridership | Reduce Costs | Improve Experience | Equitable

Complementary Transit

- First / Last Mile
- Late night

Accessible Transit

- Paratransit
- WAV & Assist
- Dial-a-Ride

On-Demand Public Transit

- Shared Rides / HCV
- Licensing Shared Rides / HCV technology

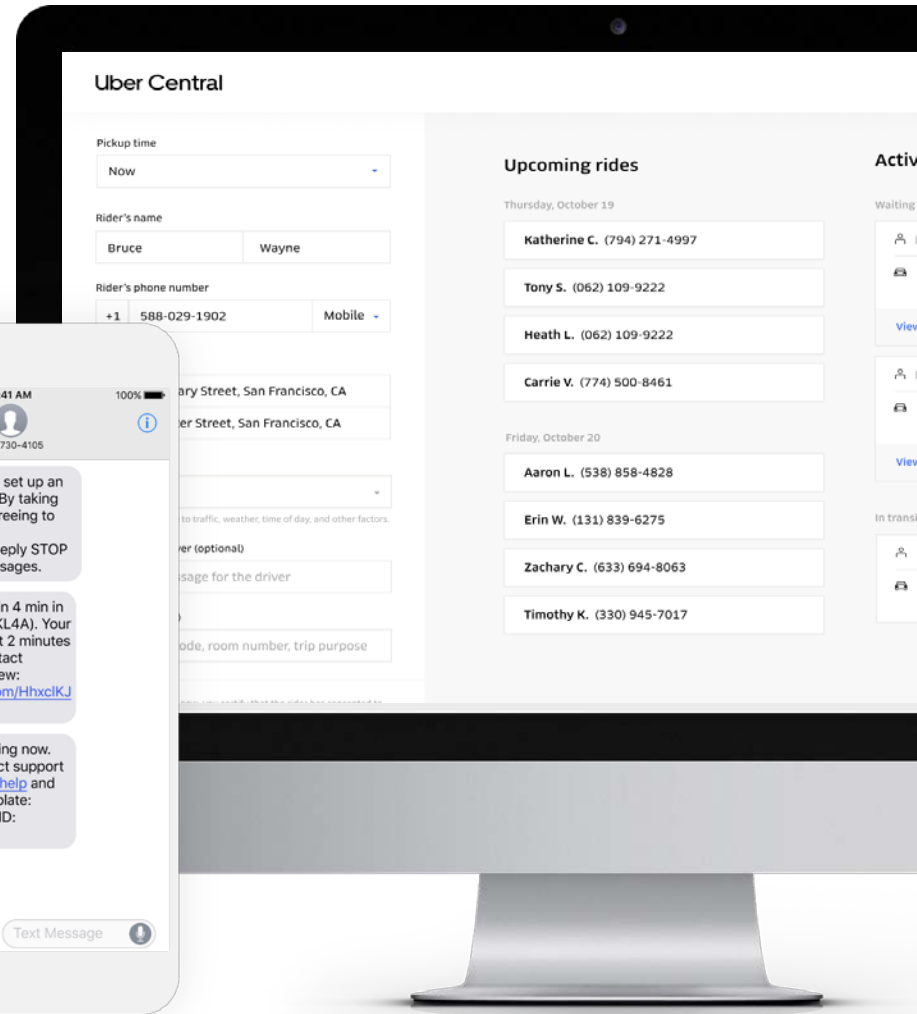
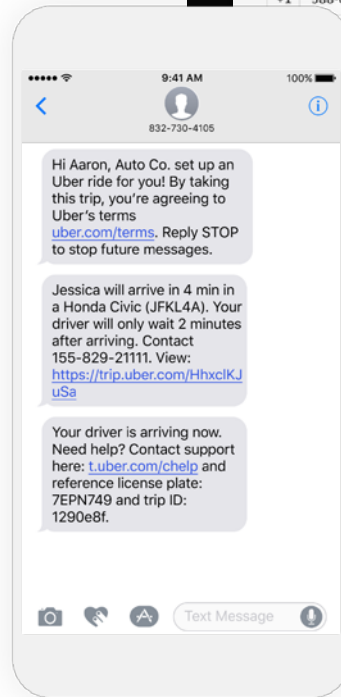
Promoting Transit in the Uber App

- Journey planning
- Mobile ticketing

Data, Analytics & Insights

Arrange a ride with Uber Central

A web-based booking tool that allows your organization to arrange and pay for rides with Uber on behalf of others.



A pickup for everyone's schedule

Send a ride for now

Select **Now** as the pickup time to send a driver within minutes to the pickup and dropoff location specified.

Select a flexible ride for anytime

Choose Flexible to give your rider more flexibility around when the ride comes, on the data selected. Send a flexible ride for today or up to 60 days in a advance to help schedule more rides ahead.

Pickup time

Now	▼
Now Request a driver for your rider immediately.	✓
Flexible Text your rider a link to request a driver when they're ready. The link will expire after 12 hours.	

A ride for now

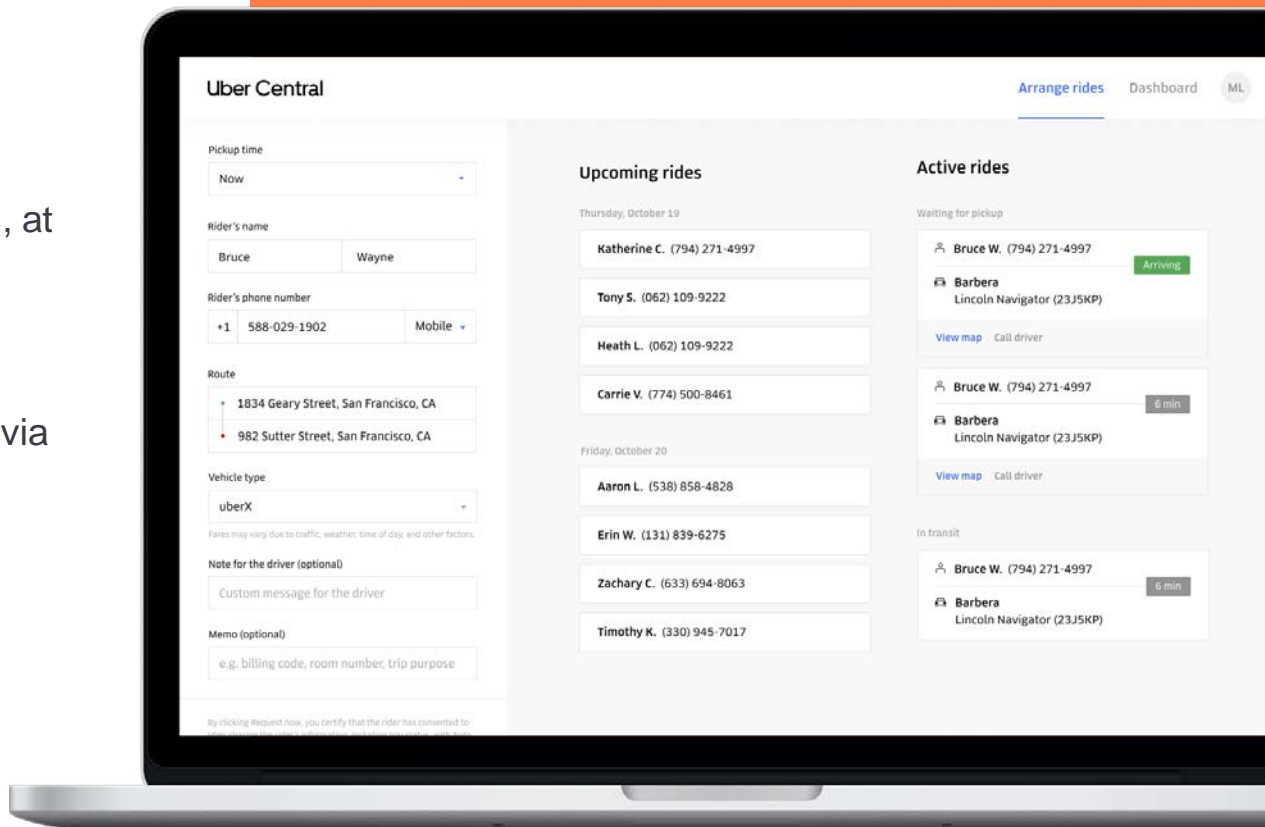
Request an immediate pickup for your rider. We'll send a driver their way immediately.

An on-demand ride in minutes

L Reliable ride in minutes, at any time on any day

✉ Pickup information sent via SMS

📍 Real-time progress of active rides





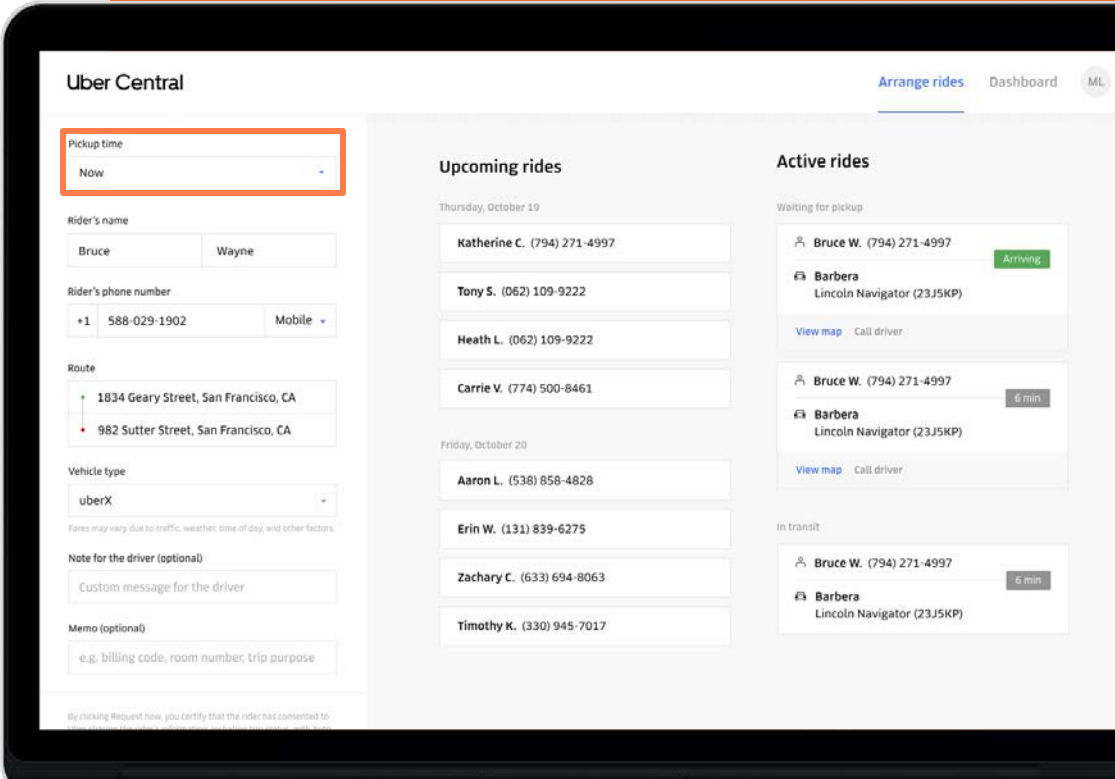
Jason: Immediate ride

A client at your
professional services
company. Running late
and needs a ride across
town now.



On-demand rides for now

Select “now” to send a driver immediately.



The screenshot displays the Uber Central driver interface. The 'Pickup time' dropdown menu is highlighted with an orange border and shows 'Now' selected. The interface is divided into three main sections: 'Upcoming rides' and 'Active rides' on the right, and a form for rider information on the left.

Uber Central

[Arrange rides](#) [Dashboard](#) [ML](#)

Pickup time
Now

Rider's name
Bruce Wayne

Rider's phone number
+1 588-029-1902 Mobile

Route
1834 Geary Street, San Francisco, CA
982 Sutter Street, San Francisco, CA

Vehicle type
uberX

Fares may vary due to traffic, weather, time of day, and other factors.

Note for the driver (optional)
Custom message for the driver

Memo (optional)
e.g. billing code, room number, trip purpose

By clicking Request now you certify that the rider has consented to:

Upcoming rides

Thursday, October 19

- Katherine C. (794) 271-4997
- Tony S. (062) 109-9222
- Heath L. (062) 109-9222
- Carrie V. (774) 500-8461

Friday, October 20

- Aaron L. (538) 858-4828
- Erin W. (131) 839-6275
- Zachary C. (633) 694-8063
- Timothy K. (330) 945-7017

Active rides

Waiting for pickup

- Bruce W. (794) 271-4997 **Arriving**
- Barbera Lincoln Navigator (23J5KP)
[View map](#) [Call driver](#)
- Bruce W. (794) 271-4997 **6 min**
- Barbera Lincoln Navigator (23J5KP)
[View map](#) [Call driver](#)

In transit

- Bruce W. (794) 271-4997 **6 min**
- Barbera Lincoln Navigator (23J5KP)

On-demand rides for now

Enter the rider's contact info

The screenshot shows the Uber Central interface on a laptop. The page is titled "Uber Central" and has navigation links for "Arrange rides", "Dashboard", and "ML". The main content is divided into three sections: "Pickup time", "Rider's name", and "Rider's phone number". The "Rider's name" field is highlighted with an orange border and contains the text "Bruce" and "Wayne". Below this are fields for "Rider's phone number" (+1 588-029-1902), "Route" (1834 Geary Street, San Francisco, CA to 982 Sutter Street, San Francisco, CA), "Vehicle type" (uberX), "Note for the driver (optional)", and "Memo (optional)". To the right, there are two columns: "Upcoming rides" and "Active rides". The "Upcoming rides" section shows a list of rides for Thursday, October 19 and Friday, October 20. The "Active rides" section shows a list of rides currently in progress, including "Waiting for pickup" and "In transit".

Uber Central

Arrange rides Dashboard ML

Pickup time
Now

Rider's name
Bruce Wayne

Rider's phone number
+1 588-029-1902 Mobile

Route
1834 Geary Street, San Francisco, CA
982 Sutter Street, San Francisco, CA

Vehicle type
uberX

Fares may vary due to traffic, weather, time of day, and other factors.

Note for the driver (optional)
Custom message for the driver

Memo (optional)
e.g. billing code, room number, trip purpose

By clicking Request now, you certify that the rider has consented to:

Upcoming rides

Thursday, October 19

- Katherine C. (794) 271-4997
- Tony S. (062) 109-9222
- Heath L. (062) 109-9222
- Carrie V. (774) 500-8461

Friday, October 20

- Aaron L. (538) 858-4828
- Erin W. (131) 839-6275
- Zachary C. (633) 694-8063
- Timothy K. (330) 945-7017

Active rides

Waiting for pickup

- Bruce W. (794) 271-4997 **Arriving**
- Barbera Lincoln Navigator (23J5KP)
[View map](#) [Call driver](#)
- Bruce W. (794) 271-4997 **6 min**
- Barbera Lincoln Navigator (23J5KP)
[View map](#) [Call driver](#)

In transit

- Bruce W. (794) 271-4997 **6 min**
- Barbera Lincoln Navigator (23J5KP)

On-demand rides for now

Add pickup and dropoff locations

The screenshot displays the Uber Central interface. On the left, a form for creating a ride request is visible. The 'Route' section is highlighted with a red box and contains two entries: '1834 Geary Street, San Francisco, CA' and '982 Sutter Street, San Francisco, CA'. Other form fields include 'Pickup time' (set to 'Now'), 'Rider's name' (Bruce Wayne), 'Rider's phone number' (+1 588-029-1902), 'Vehicle type' (uberX), and a 'Note for the driver' field. On the right, the 'Upcoming rides' section lists three rides for Thursday, October 19, and Friday, October 20. The 'Active rides' section shows two rides currently in progress, both with a 'Barbera Lincoln Navigator (23J5KP)' driver. The first active ride is 'Waiting for pickup' and the second is 'In transit', both with a 6-minute timer.

Uber Central

Arrange rides Dashboard ML

Pickup time
Now

Rider's name
Bruce Wayne

Rider's phone number
+1 588-029-1902 Mobile

Route
1834 Geary Street, San Francisco, CA
982 Sutter Street, San Francisco, CA

Vehicle type
uberX

Fares may vary due to traffic, weather, time of day, and other factors.

Note for the driver (optional)
Custom message for the driver

Memo (optional)
e.g. billing code, room number, trip purpose

By clicking Request now you certify that the rider has consented to:

Upcoming rides

Thursday, October 19

- Katherine C. (794) 271-4997
- Tony S. (062) 109-9222
- Heath L. (062) 109-9222
- Carrie V. (774) 500-8461

Friday, October 20

- Aaron L. (538) 858-4828
- Erin W. (131) 839-6275
- Zachary C. (633) 694-8063
- Timothy K. (330) 945-7017

Active rides

Waiting for pickup

- Bruce W. (794) 271-4997 Arriving
- Barbera Lincoln Navigator (23J5KP)
[View map](#) [Call driver](#)

In transit

- Bruce W. (794) 271-4997 6 min
- Barbera Lincoln Navigator (23J5KP)
[View map](#) [Call driver](#)

On-demand rides for now

Enter expense memo

The screenshot displays the Uber Central interface. On the left is a form for requesting a ride, and on the right are two columns: 'Upcoming rides' and 'Active rides'.

Uber Central

[Arrange rides](#) [Dashboard](#) ML

Pickup time
Now

Rider's name
Bruce Wayne

Rider's phone number
+1 588-029-1902 Mobile

Route
1834 Geary Street, San Francisco, CA
982 Sutter Street, San Francisco, CA

Vehicle type
uberX

Fares may vary due to traffic, weather, time of day, and other factors.

Note for the driver (optional)
Custom message for the driver

Memo (optional)
e.g. billing code, room number, trip purpose

By clicking Request now you certify that the rider has consented to:

Upcoming rides

Thursday, October 19

- Katherine C. (794) 271-4997
- Tony S. (062) 109-9222
- Heath L. (062) 109-9222
- Carrie V. (774) 500-8461

Friday, October 20

- Aaron L. (538) 858-4828
- Erin W. (131) 839-6275
- Zachary C. (633) 694-8063
- Timothy K. (330) 945-7017

Active rides

Waiting for pickup

- Bruce W. (794) 271-4997 Arriving
Barbera Lincoln Navigator (23J5KP)
[View map](#) [Call driver](#)
- Bruce W. (794) 271-4997 6 min
Barbera Lincoln Navigator (23J5KP)
[View map](#) [Call driver](#)

In transit

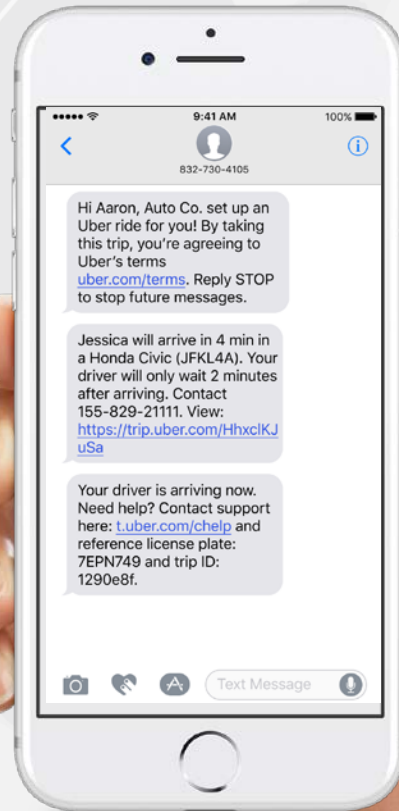
- Bruce W. (794) 271-4997 6 min
Barbera Lincoln Navigator (23J5KP)

Jason's Experience

Pick up at home



Client meeting



Hi Aaron, Auto Co. set up an Uber ride for you! By taking this trip, you're agreeing to Uber's terms uber.com/terms. Reply STOP to stop future messages.

Jessica will arrive in 4 min in a Honda Civic (JFKL4A). Your driver will only wait 2 minutes after arriving. Contact 155-829-2111. View: <https://trip.uber.com/HhxclKJ uSa>

Your driver is arriving now. Need help? Contact support here: t.uber.com/chelp and reference license plate: 7EPN749 and trip ID: 1290e8f.

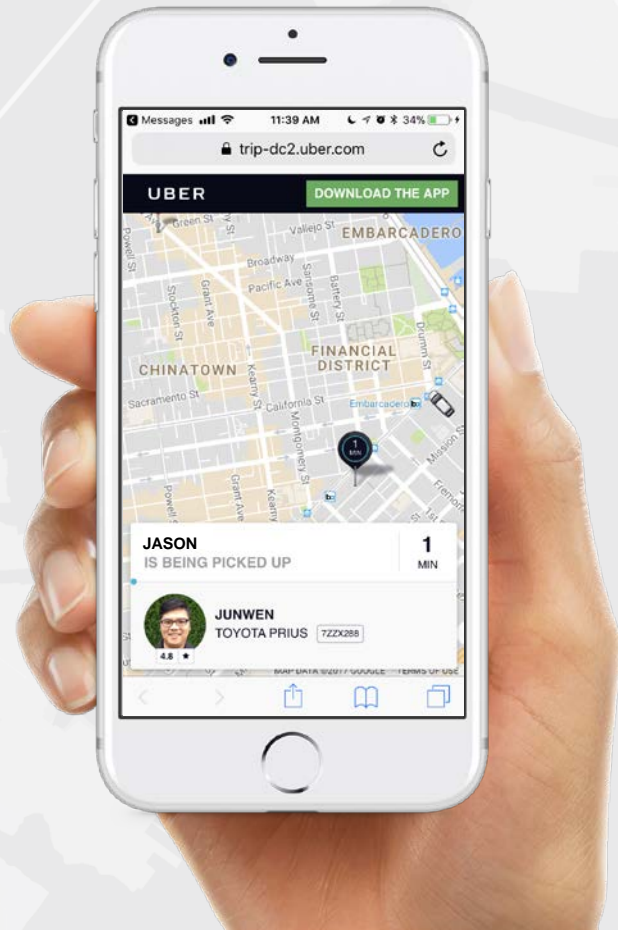
Text Message

Jason's Experience

Pick up at home



Client meeting



Flexible rides for whenever

You select the day of their ride and they'll have flexibility to request a driver once they are ready to go using the ready-to-ride link.

Scheduled now. Sent when ready.



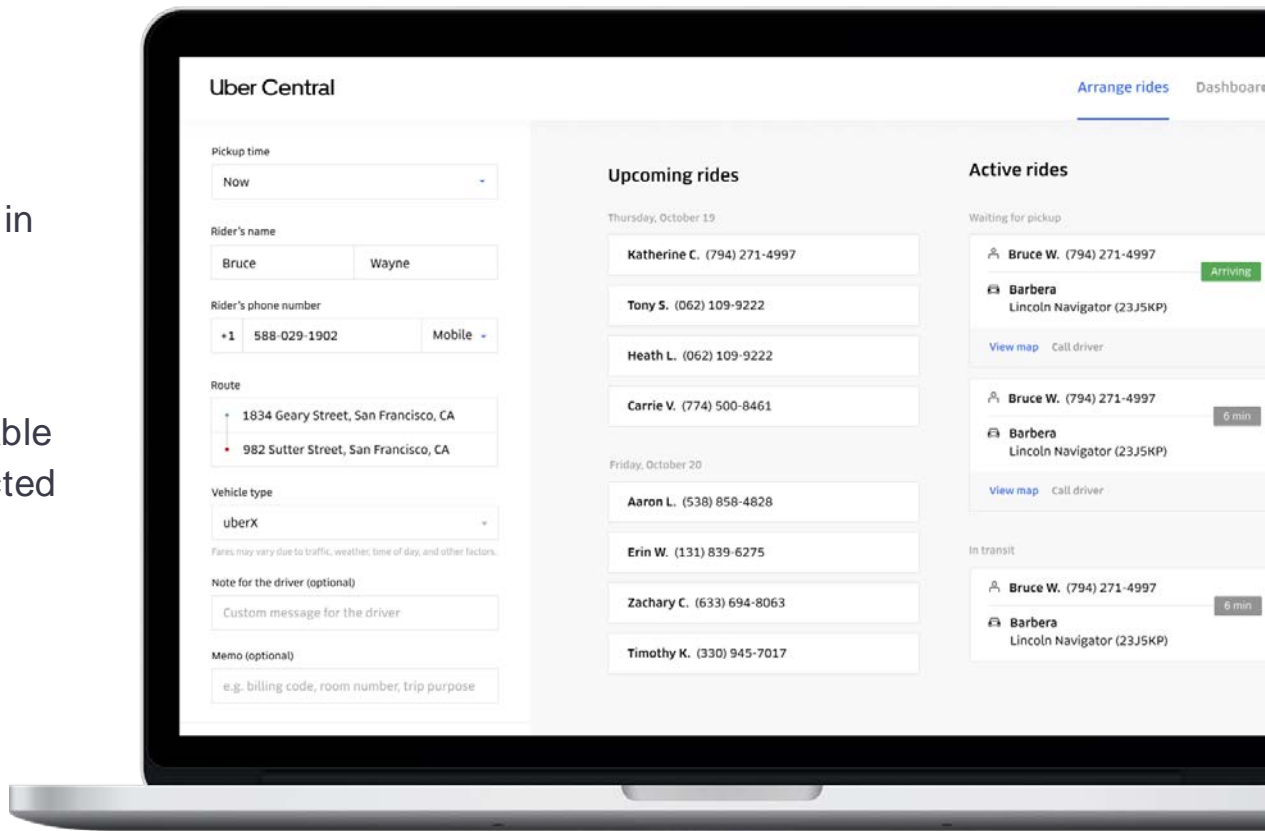
Schedule up to **60 days** in advance



Ready-to-ride link available for the **entire date** selected



Ride in minutes once the rider **taps the link**



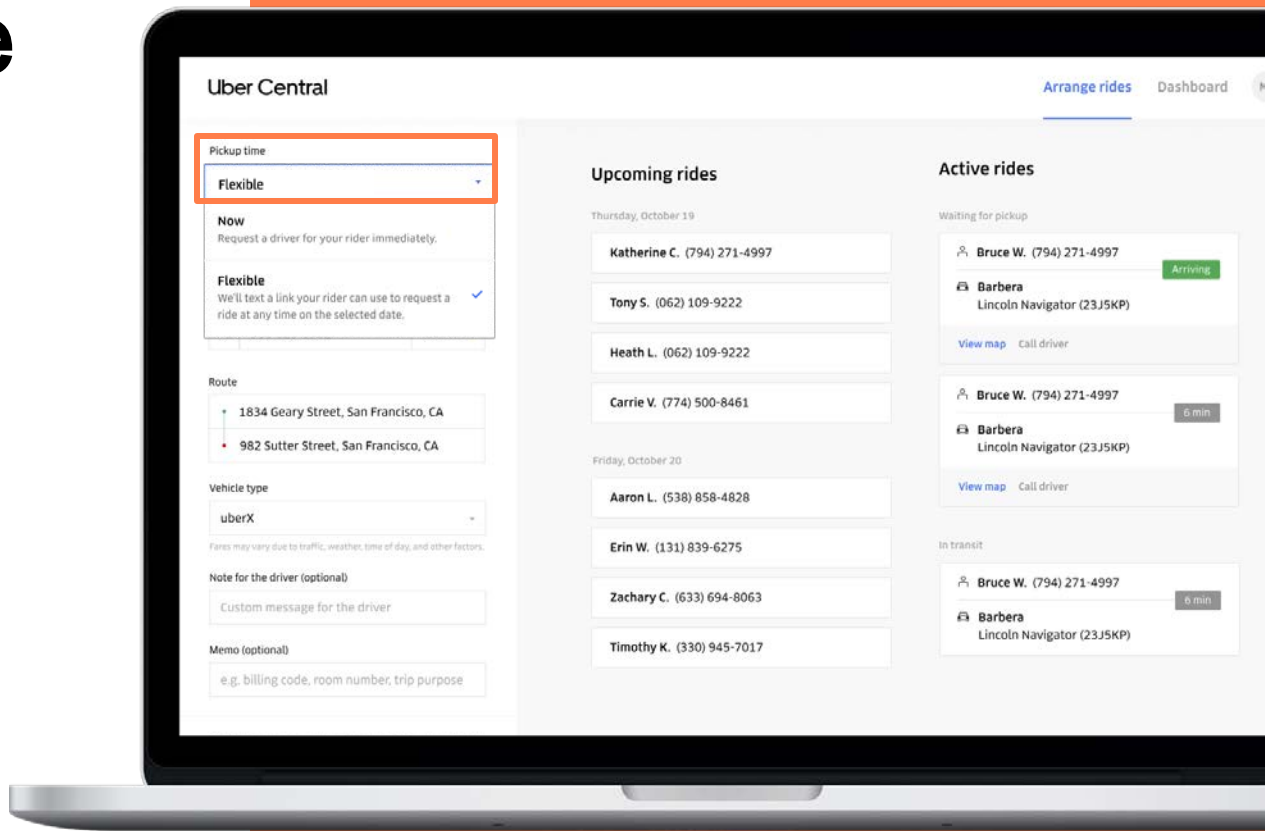
Meredith: Flexible ride for the future

A job candidate that you really want to impress. Lives in a nearby suburb and is interviewing Monday morning.



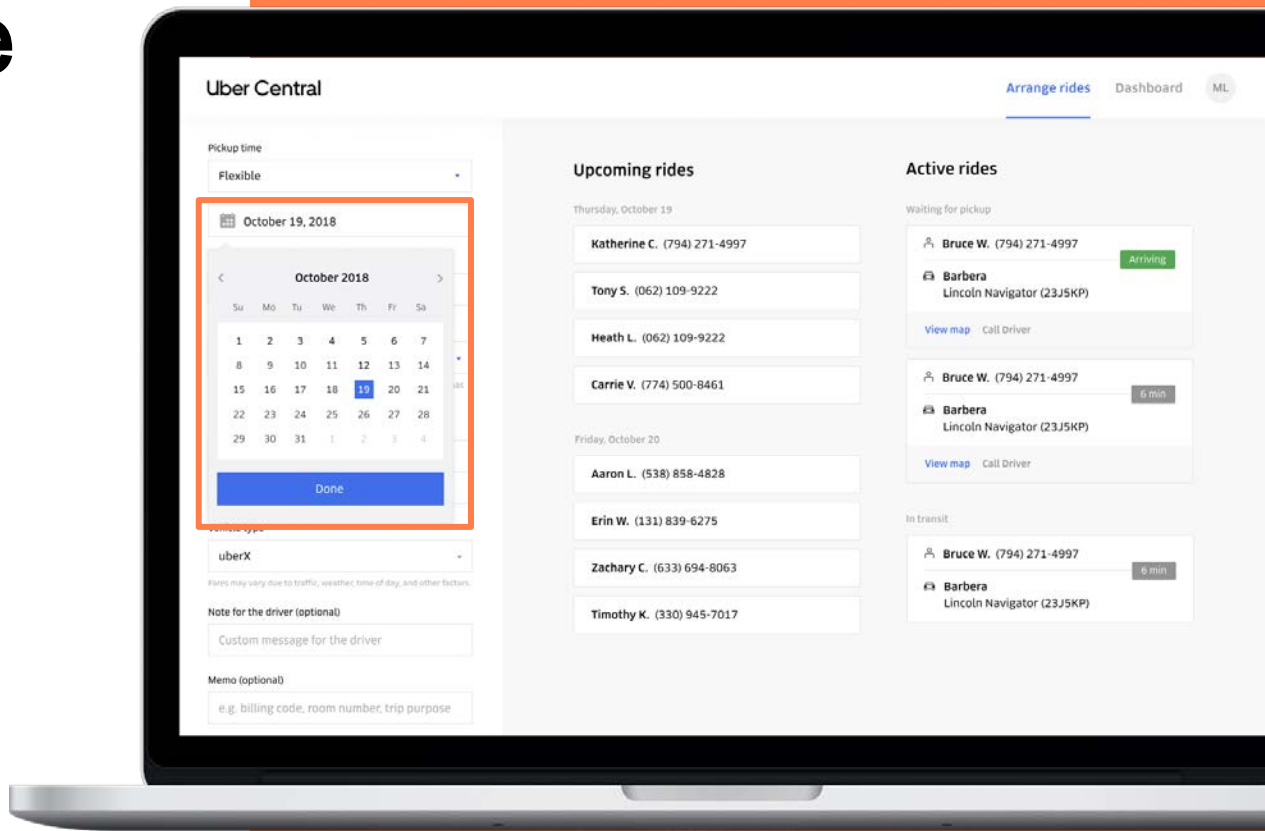
A flexible ride for the future

Select “Flexible” as the pickup time to schedule a ride for a specific date and time in the future.



A flexible ride for the future

Select a date up to 60 days in advance



A flexible ride for today

Enter the rider's contact info.

Add pickup and dropoff locations.

Schedule ride to send ready-to-ride
link on date selected

Pickup time

Flexible

October 19, 2018

Rider's name

First name Last name

Rider's phone number

+1 588-029-1902 Mobile

Route

1834 Geary Street, San Francisco, CA

982 Sutter Street, San Francisco, CA

Vehicle type

uberX

Fares may vary due to traffic, weather, time of day, and other factors.

Note for the driver (optional)

Custom message for the driver

Memo (optional)

e.g. billing code, room number, trip purpose

By clicking Schedule ride, you certify that the rider has consented to Uber sharing the rider's information, including trip status, with Auto Co. Protected by reCAPTCHA, Uber [Terms](#) and [Privacy](#). reCAPTCHA [Terms](#) and [Privacy](#).

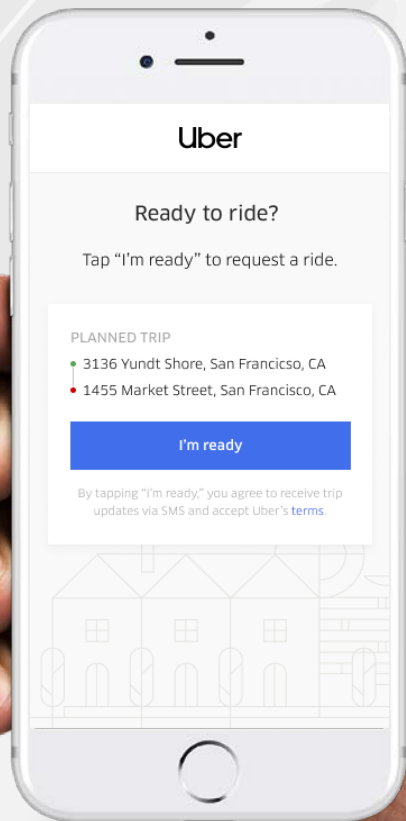
Schedule ride

Meredith's experience

Pick up at home



Job interview



PLANNED TRIP

3136 Yundt Shore, San Francisco, CA

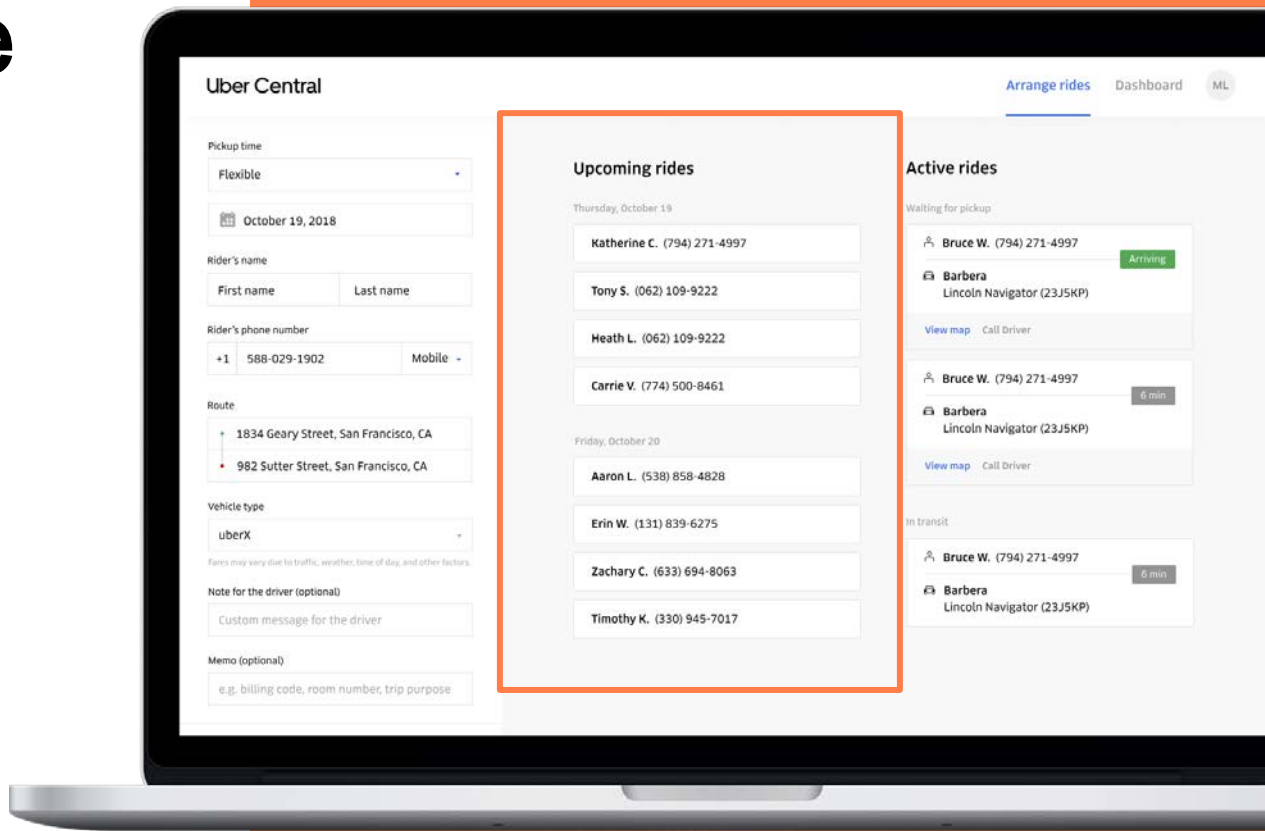
1455 Market Street, San Francisco, CA

I'm ready

By tapping "I'm ready," you agree to receive trip updates via SMS and accept Uber's [terms](#).

A flexible ride for the future

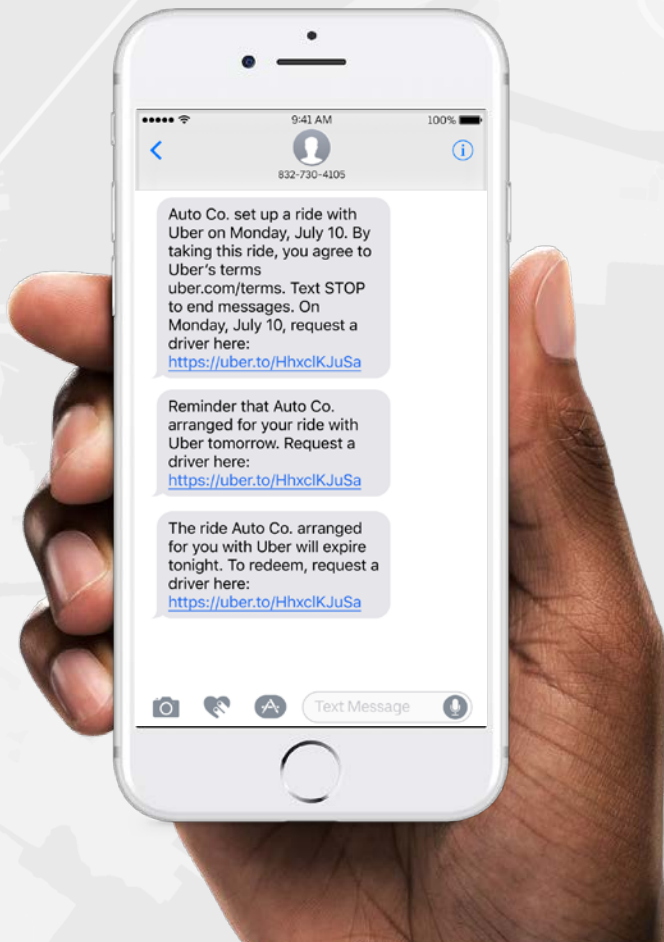
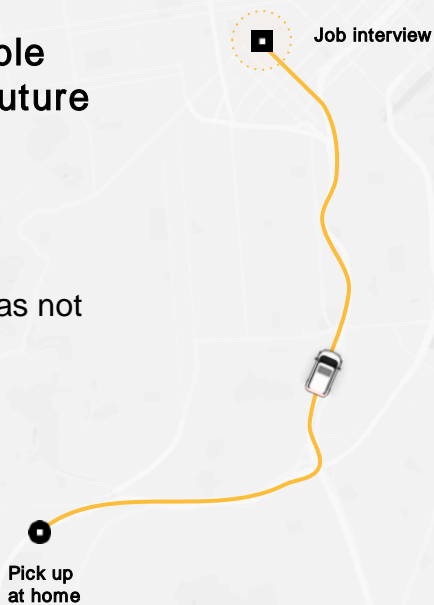
View all of your upcoming rides in the “Upcoming” column.



Meredith's experience

SMS reminders for Flexible rides scheduled for the future are sent:

- 6pm the day prior
- 3pm the day of (if link has not been redeemed)

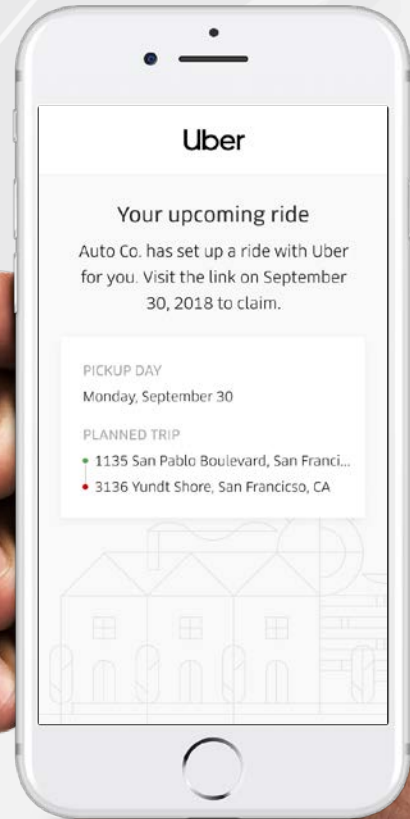


Meredith's experience

Pick up at home



Job interview

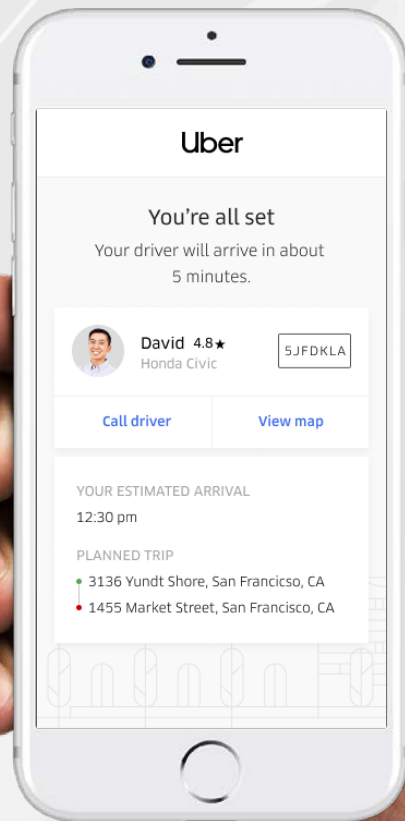


Meredith's experience

Pick up at home



Job interview



Uber

You're all set

Your driver will arrive in about
5 minutes.



David 4.8★
Honda Civic

5JFDKLA

Call driver

View map

YOUR ESTIMATED ARRIVAL

12:30 pm

PLANNED TRIP

- 3136 Yundt Shore, San Francisco, CA
- 1455 Market Street, San Francisco, CA

Editing flexible rides

You can edit scheduled rides until the day before they're active.

The rider receives a SMS update when you edit.

Uber Central

Rider's name
Bruce Wayne

Rider's phone number
+1 588-029-1902 Mobile

Route
• 1834 Geary Street, San Francisco, CA
• 982 Sutter Street, San Francisco, CA

Vehicle type
uberX

Fares may vary due to traffic, weather, time of day, and other factors.

Note for the driver (optional)
Custom message for the driver

Memo (optional)
e.g. billing code, room number, trip purpose

Do you want the rider to initiate this trip?
We'll text the rider a link. When they're ready to go, they can use it to request their ride.
 Yes No

By clicking Select a date, you certify that the rider has consented to Uber sharing the rider's information, including trip status, with Auto Co. Protected by reCAPTCHA, Uber Terms, and Privacy. reCAPTCHA, Privacy and Terms

Edit flexible ride

Select a date
December 1, 2018

Route
• 555 Market Street, San Francisco, CA
• 1455 Market Street, San Francisco, CA

Vehicle type
uberX - \$8-10

Fares may vary due to traffic, weather, time of day, and other factors.

Note for the driver (optional)
Custom message for the driver

Memo (optional)
e.g. billing code, room number, trip purpose

When you save changes, the rider will receive a text message with updated trip info.

Flexible rides

Friday, December 1

Katherine C. (794) 271-4997

Tony S. (062) 109-9222

Heath L. (062) 109-9222

Carrie V. (774) 500-8461

Monday, December 4

Aaron L. (538) 858-4828

Erin W. (131) 839-6275

Zachary C. (633) 694-8063

Timothy K. (330) 945-7017



Philip: Flexible rides for today

Brought his car in for a
service appointment.
Needs to pick his car up
before end of day.



A flexible ride for today

Select “Flexible” as the pickup time. The rider will receive a link via text that allows them to request a driver.

The screenshot displays the Uber Central interface. On the left, the 'Pickup time' dropdown menu is open, with 'Flexible' selected and highlighted by an orange border. Below it, the 'Now' option is visible with the text 'Request a driver for your rider immediately.' The 'Flexible' option is described as 'We'll text a link your rider can use to request a ride at any time on the selected date.' with a blue checkmark. The route is set to 1834 Geary Street, San Francisco, CA to 982 Sutter Street, San Francisco, CA. The vehicle type is 'uberX'. The right side of the dashboard shows 'Upcoming rides' for Thursday, October 19 and Friday, October 20, and 'Active rides' including 'Waiting for pickup' and 'In transit'.

Uber Central [Arrange rides](#) [Dashboard](#)

Pickup time

Flexible ▾

Now
Request a driver for your rider immediately.

Flexible ✓
We'll text a link your rider can use to request a ride at any time on the selected date.

Route

- 1834 Geary Street, San Francisco, CA
- 982 Sutter Street, San Francisco, CA

Vehicle type

uberX ▾

Fares may vary due to traffic, weather, time of day, and other factors.

Note for the driver (optional)

Custom message for the driver

Memo (optional)

e.g. billing code, room number, trip purpose

Upcoming rides

Thursday, October 19

- Katherine C. (794) 271-4997
- Tony S. (062) 109-9222
- Heath L. (062) 109-9222
- Carrie V. (774) 500-8461

Friday, October 20

- Aaron L. (538) 858-4828
- Erin W. (131) 839-6275
- Zachary C. (633) 694-8063
- Timothy K. (330) 945-7017

Active rides

Waiting for pickup

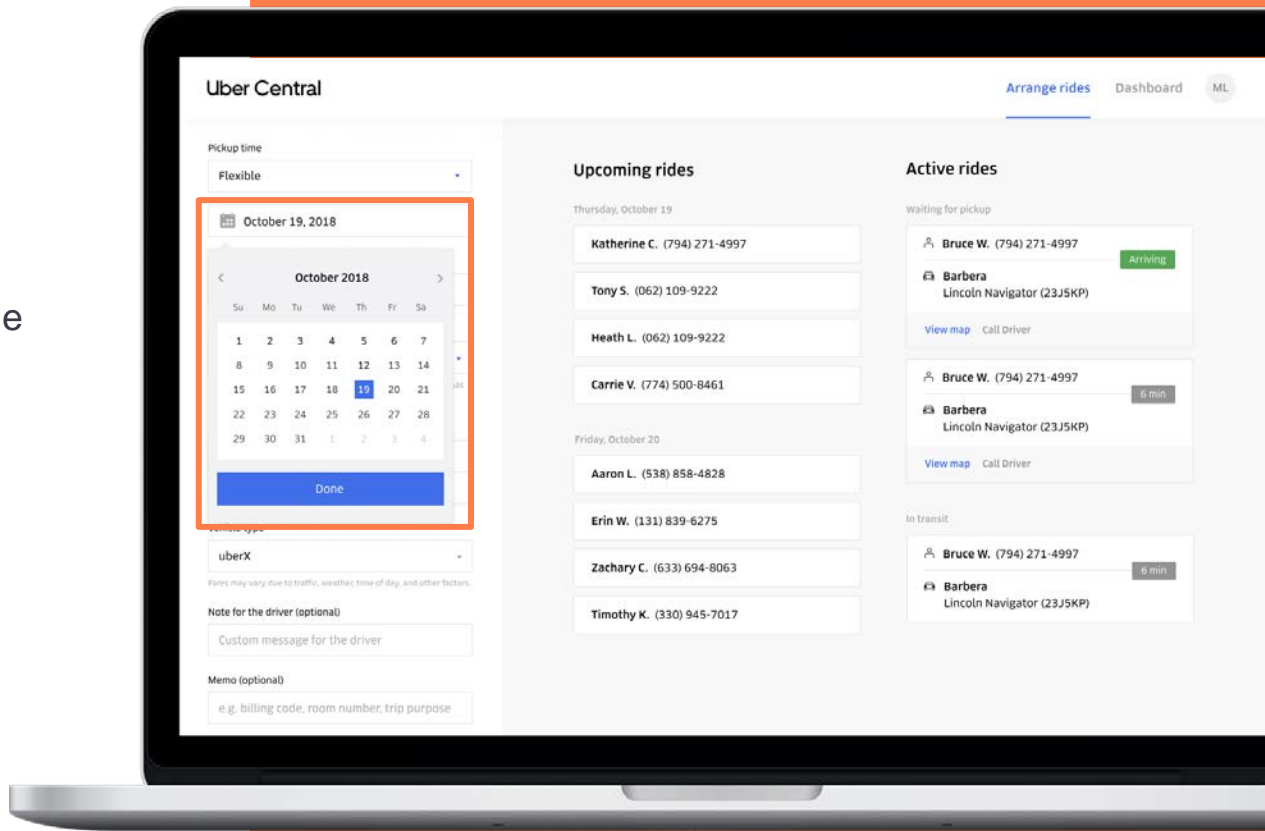
- Bruce W. (794) 271-4997 Arriving
- Barbera
Lincoln Navigator (23J5KP)
[View map](#) [Call driver](#)
- Bruce W. (794) 271-4997 6 min
- Barbera
Lincoln Navigator (23J5KP)
[View map](#) [Call driver](#)

In transit

- Bruce W. (794) 271-4997 6 min
- Barbera
Lincoln Navigator (23J5KP)

A flexible ride for today

Select today's date to send a flexible ride for today.



A flexible ride for today

Enter the rider's contact info.

Add pickup and dropoff locations.

“Schedule ride” to send ready-to-ride
link today

Pickup time

Flexible

October 19, 2018

Rider's name

First name Last name

Rider's phone number

+1 588-029-1902 Mobile

Route

1834 Geary Street, San Francisco, CA

982 Sutter Street, San Francisco, CA

Vehicle type

uberX

Fares may vary due to traffic, weather, time of day, and other factors.

Note for the driver (optional)

Custom message for the driver

Memo (optional)

e.g. billing code, room number, trip purpose

By clicking Schedule ride, you certify that the rider has consented to Uber sharing the rider's information, including trip status, with Auto Co. Protected by reCAPTCHA, Uber [Terms](#) and [Privacy](#). reCAPTCHA [Terms](#) and [Privacy](#).

Schedule ride



Uber Central

Arrange rides Dashboard ML

Pickup time
Now

Rider's name
Bruce Wayne

Rider's phone number
+1 588-029-1902 Mobile

Route
1834 Geary Street, San Francisco, CA
982 Sutter Street, San Francisco, CA

Vehicle type
uberX

Fares may vary due to traffic, weather, time of day, and other factors.


Note for the driver (optional)
Custom message for the driver

Memo (optional)
e.g. billing code, room number, trip purpose

By clicking Request now, you certify that the rider has consented to Uber sharing the rider's information, including trip status, with Auto Co. Protected by reCAPTCHA, Uber Terms and Privacy. reCAPTCHA Terms and Privacy.

Schedule ride

Upcoming rides Active rides



All set. Your rider will take it from here.

Your rider will receive a link to request a ride at any time on the date you chose. They'll also get a text reminder.

Got it

71-4997 Arriving
r (23J5KP)

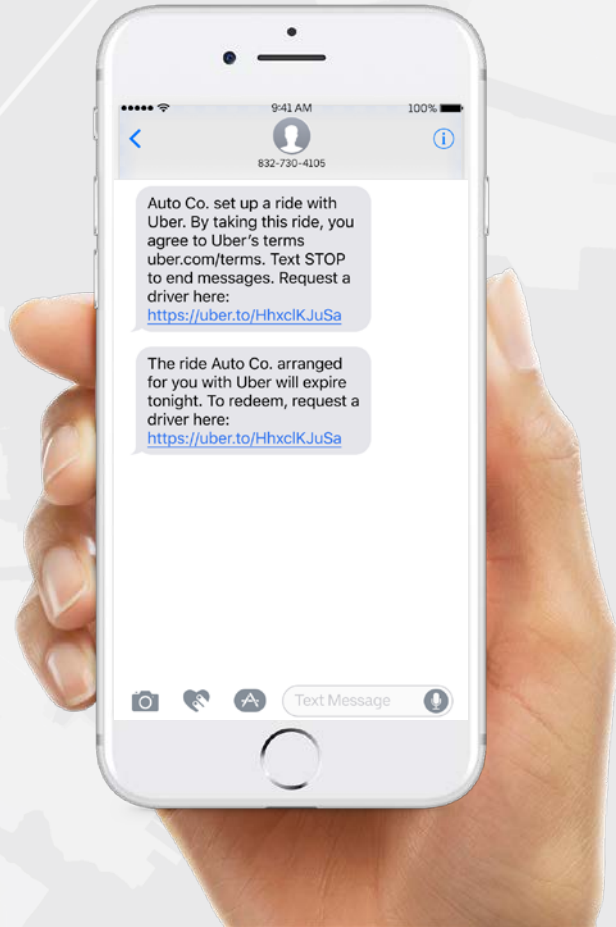
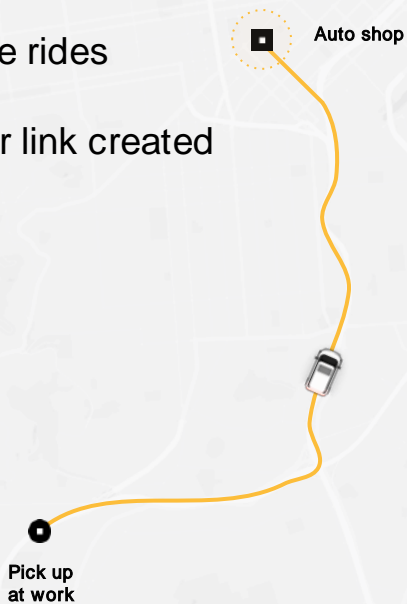
71-4997 6 min
r (23J5KP)

71-4997 6 min
r (23J5KP)

Philip's experience

SMS reminders for Flexible rides
scheduled for the day of:

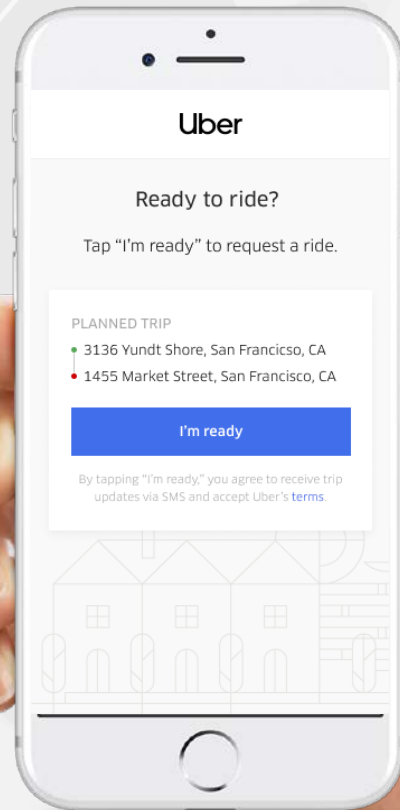
- 2 hour reminder after link created



Philip's experience

Pick up
at work

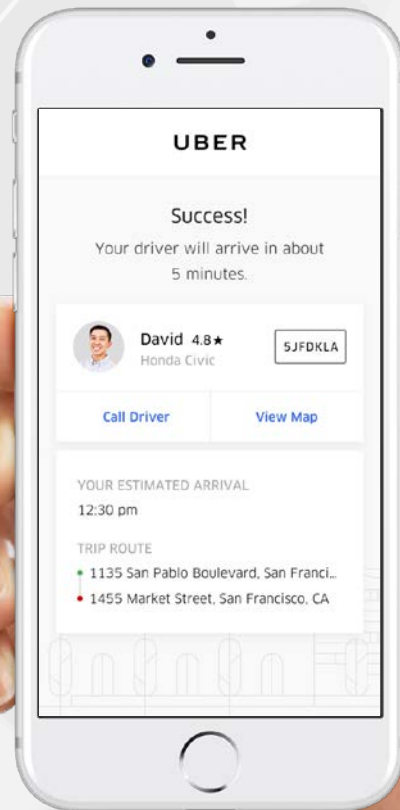
Auto shop



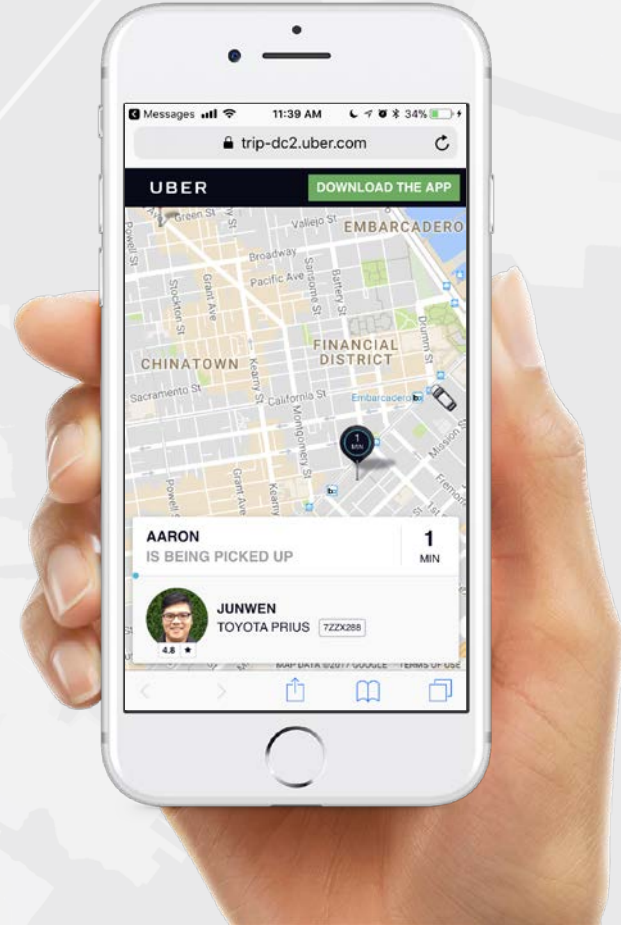
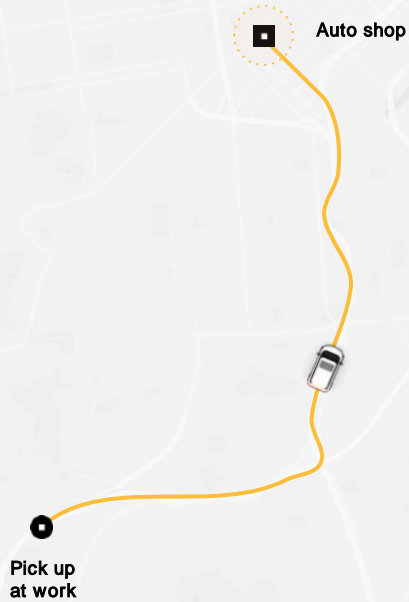
Philip's experience

Pick up
at work

Auto shop



Philip's experience



FAQs on flexible rides

My riders aren't getting any text messages.

It is possible that the rider has disabled text messages from Uber. To resubscribe to text messages, follow the steps outlined [here](#). Please ensure that riders understand that they need to be able to receive communications from Uber in order to redeem rides.

Can I see if riders did NOT redeem their text message?

After the selected date, rides will expire and will no longer appear in the Upcoming Rides side. It will appear under the Active Rides column for 24 hours during which you'll have the ability to reschedule if needed or dismiss. After 24hrs, it will disappear.

Do I get charged if riders don't claim their rides?

No. You will not be charged for any unredeemed rides.

Can I send multiple flexible rides at a time in advance for the same person?

Yes, multiple flexible rides can be set up in a row. Uber will change the ready-to-ride associated with each pickup location to help the riders redeem the correct trip for each leg.

Where did future rides go?

We optimized Flexible and Future rides into one simplified way to ride. After updating the link redemption window and adding a scheduling future, we've merged these two options into one that can be scheduled for today or up to 60 days in the future.



To sign up

uber.com/business/central

OR

central.uber.com to request a ride



For support

business-support@uber.com

Thank you.



Uber for Business