

UBER AND INDEPENDENT BUSINESSES

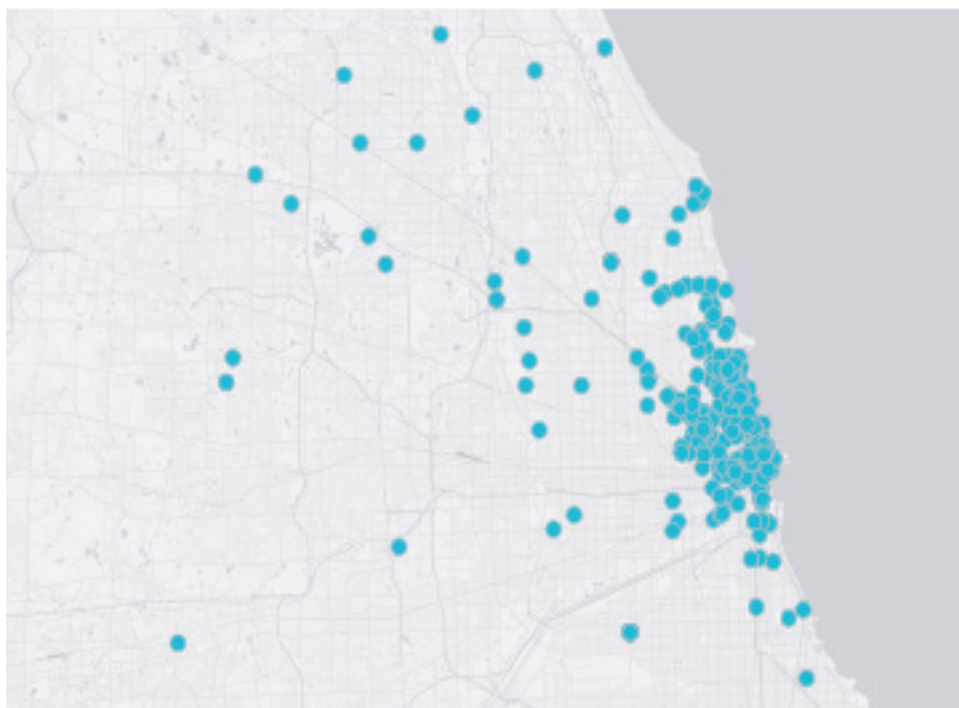
Small and independent businesses provide countless benefits to our local communities. By expanding access to transportation, Uber helps bring new customers to small businesses all over the city.

GROWING MARKETS

One of the largest costs to businesses is real estate. Choosing locations near major highways and mass transit or renting additional parking lot space increases operating costs. Unfortunately, without the right location or parking capacity, a business cannot grow.

Uber helps solve this problem. By combining low wait times with broad coverage, riders can patron businesses all over the city without worrying about finding parking or how to get home. Businesses, particularly those most cost sensitive, are able to bolster their revenues without additional cost.

Approximately 10% of Uber trips end at identified small and independent businesses.



RIDERS VISIT INDEPENDENT BUSINESSES

Each dot represents the dropoff of a completed Uber ride to an identified small business in Chicago.

Data is from October 2015.