

HOW DID UBER COMMUNICATE WITH KEY MESSAGES

01 UBER SAFETY TIPS



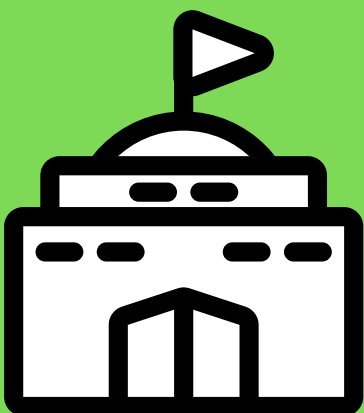
UBER DENIED TO MAKE INITIAL STATEMENT BUT DIRECTED CUSTOMERS TO THEIR SAFETY TIPS POSTED ON THEIR WEBSITE

02 TALK TO THE POLICE

UBER DIRECTED MEDIA TO GET MORE INFORMATION ABOUT THE CASE FROM THE LOCAL AUTHORITIES

03

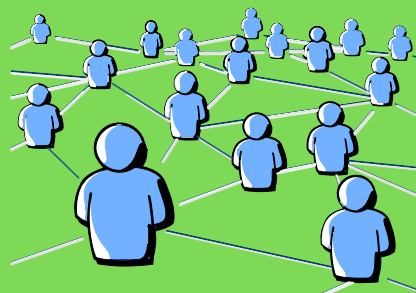
WORKING WITH THE COMMUNITY



DECLARED THE COMPANY WAS WORKING WITH AUTHORITIES AND COLLEGES ACROSS THE US TO PREVENT FAKE RIDE SHARE DRIVERS

04 SOCIAL MEDIA

RELEASED A WRITTEN STATEMENT ABOUT SOCIAL MEDIA AND AD CAMPAIGN, FOCUSING ON COLLEGE & UNIVERSITY NEWS MEDIA.



05 THE TODAY SHOW

UBER'S CHIEF LEGAL & SECURITY OFFICER SPKE ON THE SHOW TO HIGHLIGHT NEW SAFETY FEATURES