
From: Uber <email@et.uber.com>
Sent: Friday, January 29, 2016 1:11 PM
To: jeevacation@gmail.com
Subject: uberX Pricing Update

Good news: uberX prices are dropping by 15%. Learn more.

<https://image.et.uber.com/lib/fe93127371650c7977/m/6/NYC_fare-cut_email_700x300_r4.gif>

UBER IS GETTING CHEAPER

Today we're dropping uberX rates. With prices 15% cheaper than a taxi,* there's never been a better time to take your first ride. You can get a fare estimate here.

<<https://click.et.uber.com/?qs=41d97a834b52a1e1c08ae9cc2b49f5d0f38c4ce5ac24e1b29abcc6b94f30077b4087d782f003b740>>

See these new rates in action based on common first trips:

Midtown to LGA

\$37.12

old uberX: \$43.67**

East Village to Chelsea

\$10.59

old uberX: \$12.46**

<https://uber-static.s3.amazonaws.com/emails/2016/01/010416_savings_icon_2x.png>

RIDE UBER FOR EVEN LESS

Try uberPOOL, our carpool option, for fares that are up to 35% cheaper than a taxi.* Even better? You'll see exactly what you'll pay before you request—no surprises.

HERE'S HOW IT WORKS.

<<https://click.et.uber.com/?qs=41d97a834b52a1e1531342f754ba4272068645c7d72a6bf7266c09a689b62a9711282420479c9582>>

*Based on a comparison between 2016 published taxi fares and uberX and uberPOOL non-surge fares from New York City. Taxi estimates include a 20% gratuity.

** Surge will still apply to discount average fares during times of high demand. Minimum \$7 fare on uberX rides.

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Get Help

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