

To: Jeffrey[jeevacation@gmail.com]
From: "Uber NYC Team" <supportNY@uber.com> on behalf of Uber NYC Team <supportNY@uber.com>
Sent: Wed 7/4/2012 4:08:24 PM
Subject: Introducing SUV and UberX

Title: Choice is a beautiful thing

This July 4th we bring freedom and independence to your transportation choices. Starting today in New York, you'll be able to select the type of Uber you want. It's our celebration of America's birthday.

SUVs are available right now in the Uber app. UBERx, our new lower priced option, begins testing this week and you may [join the waitlist](#) as we roll out the service. More details are below and in our blog post [here](#).

UBERx	Black	SUV
The car... at a lower price with our mid-range cars in a variety of colors.	Our del... you a classy black car. Same great services and experience as before.	When you're rolling with more than four people, request only SUVs, for a higher rate.

New York Pricing

	UBERx	BLACK	SUV
Base Fare Start with this fare	\$5	\$7	\$14
Per Mile Speed over 11 mph	\$2.50	\$4	\$5
Per Minute Speed at or below 11mph	\$0.65	\$0.95	\$1.25
Minimum Fare	\$12	\$15	\$25

Hamptons

We'll have SUVs in the Hamptons on July 4th. Check out the details and pricing at uber.com/Hamptons

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