

**To:** Jeffrey[jeevacation@gmail.com]  
**From:** "Uber NYC Team" <supportNY=uber.com@mail350.us2.mcsv.net> on behalf of Uber NYC Team <supportNY@uber.com>  
**Sent:** Fri 8/24/2012 9:12:05 PM  
**Subject:** Welcome to UBERx

Title: Choice is a beautiful thing

## Welcome to UBERx!

Starting today, UBERx is live in NYC!

### What is UBERx?

By choosing the UBERx option in the Uber app, you'll be able to request a ride from a mid-tier vehicle at a lower price point than our standard black car service.

### How do I get started?

1. Starting now you can open up your Uber app and you'll find three options at the top of your screen: UBERx, Black and SUV.
2. Tap the UBERx option if you would like to ride in a mid-tier vehicle at a lower price.
3. Set your pickup location and tap the green "request pickup now" button when you're ready to ride.
4. Don't forget to give us feedback! We'd love input via your post-trip ratings in the app or via twitter ([@Uber\\_NYC](#))

### What kind of availability can I expect?

We're building up our UBERx supply, and in the beginning there will be times when we do not have an UBERx car available. Fear not: you'll always have the our other two options (Black and SUV) to get you where you need to go. We're working as fast as we can to add new UBERx vehicles.

### What is the price?

Below you'll find the fare breakdown for UBERx. For our full pricing and sample fares, check out our [Learn More](#) page.

## UBERx Pricing

### Base Fare

Start with this fare

**\$6**

### Per Mile

Speed over 11 mph

**\$3**

### Per Minute

Speed at or below 11mph

**\$0.75**

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**Minimum Fare**

**\$12**

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Uber Technologies, Inc.  
182 Howard Street, #8  
San Francisco, CA 94105

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