

**From:** "Uber NYC" <[REDACTED]>

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**Subject:** Read Before You Ride: How to Avoid Expensive Fares on New Year's

**Date:** Wed, 31 Dec 2014 13:06:23 +0000



Hi Jeffrey,

With more than two million rides tonight, we expect New Year's Eve to be our busiest night ever! Busy nights require surge pricing to get enough cars on the road and ensure you always have a reliable ride.

### THE BEST TIME TO RIDE

On New Year's Eve, everyone is looking for rides at exactly the same times. **We expect the highest fares between 12:30 and 2:30 AM.** For the most affordable rides, request right when the ball drops at midnight or wait until later for prices to return to normal.



### ALWAYS NOTIFIED IN ADVANCE

Don't forget: You'll always be notified in advance and asked to confirm any increased rates, and you can always estimate your fare before requesting.



### SPLIT YOUR FARE

You're sharing the night with your favorite people - why not share the cost of your ride home? Use Fare Split and let your friends chip in.



## JOIN THE FIGHT AGAINST DRUNK DRIVING

We're proud to join MADD in the fight against drunk driving. Enter promo code MADDNYE and we'll donate \$1 to Mother's Against Drunk Driving for each trip you take on New Year's Eve.\*

Thanks for a remarkable 2014 — for more about the year behind us, [read here](#).

Happy New Year,  
Uber

P.S. Have fun tonight, and remember to let your driver know you appreciate the ride!

\*Promotion code must be applied before your trip. Donations will be made on rides with promotion after 6pm on 12/31/2014 and before 6am on 1/1/2015.



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