

Uber grows African network with launch in Uganda

Uganda has joined Uber's growing African network. With the launch of the platform, Kampala joins the list of smart transportation hubs in Africa.



Alon Lits, (Uber GMSSA), Loic Amado (Head Of Expansion SSA), Bertrand Nembot Launcher and some of the first driver-partners in Kampala

Uber Kampala

Kampala is a growing city in the heart of Uganda, a country with a fast-growing economy. The World Bank forecasts that the Ugandan economy is growing at a positive and upward trajectory. This is owing to targeting development of Uganda's infrastructure and intensified investment in the private sector. The World Bank also notes that Uganda is one of the world's youngest populations, with 700,000 new people entering the workforce each year. With its people, energy, innovation, entrepreneurial and rapidly growing economy, Kampala is an exciting place for Uber to bring its services.

Alon Lits, general manager for Uber Sub-Saharan Africa says, "We're really excited to be launching Uber in Kampala, a world-class African city. We are inspired by the city's rapidly developing infrastructure and spirit of entrepreneurship and look forward to giving people in the city an affordable, easy and flexible choice to move around the city safely and reliably."

"By offering a friendly and reliable complement to existing transport options, we can help improve urban mobility in Kampala. We are mindful of the city's current traffic congestion, and we aim to be part of the solution in improving it, while creating new, fruitful opportunities for drivers. Ultimately, we hope to reduce the strain on the city's roads, and minimise the

environmental impact of traffic congestion that is part of a growing economy.”

To celebrate Uber’s launch in Kampala, Uber will be providing free rides for all Ugandans to enjoy in the city of Kampala. Free rides can be accessed on the Uber app between 1pm Thursday 2 June 2016, and midnight on Sunday 5 June 2016.

The fine print (terms and Conditions for free rides)

- You must download the Uber application and enter the promo code MoveUganda in order to receive the free rides
- Free rides are available from Thursday, 2 June 2016 at 1pm until Sunday, 5 June 2016 at midnight
- Users are limited to a total of six free rides and each trip is limited to maximum of USh20,000 each
- Note that free rides are only valid for trips that start and end in the Kampala in the coverage area.

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