

TALKING POINTS



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The following are suggested communications messages/ "talking points," which may help guide your conversations with local businesses and media when discussing the outcomes of Uber's efforts in pioneering the field of autonomous vehicular transportation.

- In the past year, Uber has seen rapidly-increasing demands for extended-capacity vehicles (four or more occupants). This demand has far exceeded the capability of area drivers.
- Uber approached Google to start this joint service, due to the companies shared interest in developing self-driving cars.
- The injuries that have occurred in the week of July 10, 2018, have occurred after Uber has launched a 10-vehicle fleet of Landrover SUVs. These SUVs operated with certain technologies that are Uber proprietary. Google's navigation software and funding were its key contributions.
- The cars were upgraded with RADAR, LIDAR, FLIR, laser proximity detectors, accelerometers, GPS systems, and other hardware that is necessary for the vehicles to function. These equipment installations were done by Landrover but financed by Uber.
- It is suspected that Uber's driving software had an incompatibility issue with the Landrover firmware and hardware systems. The incompatibility resulted in the vehicles not being able to track their proximity to other objects. This resulted in cars running into other vehicles, walls, and other obstacles.
- All of the vehicles were equipped with manual emergency brakes, which could be triggered by passengers if needed. These brakes were designed to cut power to the engine and lock the wheels. Beta-testers were made aware of these brakes as part of their participation in the program.
- All emergency braking systems were tested after the crashes. None were found to be faulty, and none of the car records showed that they had been engaged before the crashes.
- All RADAR, LIDAR, FLIR, and other systems were found to be fully operational after the crashes.

For more information about Uber, its ride-sharing services, autonomous vehicles or the company's efforts to improve its services, please visit www.uber.com

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