

JHB to get all-electric Uber rides

The transport sector accounts for 13% of CO2 emissions in South Africa, making it the [second largest emitter of CO2](#) in the country. Uber has thus partnered with BMW and Nissan to bring riders UberGREEN, a 100% electric ride helping to reduce CO2 emissions in Johannesburg.



BMW i3

UberGREEN is a pilot project taking place between 9 May and 3 June 2016 in Johannesburg. During the pilot, riders will be able to request a BMW i3 or Nissan LEAF electric vehicle, operated by Uber driver-partners in Johannesburg at uberX prices, helping provide a more sustainable trip at an affordable price. Woolworths WRewards members will be among the first to have access to these vehicles for a limited period before the pilot officially opens to public.

“In a world where mobility adds to the carbon emission problem, we at Uber are eager to provide alternate options. Uber is passionate about making rides better and more sustainable and this partnership is a step towards making changes for the good of our environment,” says Alon Lits General Manager, Uber Sub-Saharan Africa.

Partnerships are essential

The Department of Transport projects that energy demand for transportation will grow by 2.5% per year, between 1999 and 2020. This has placed a great challenge to the transport industry to drastically reduce emissions.

Tim Abbott, managing director, BMW Group South Africa says “In order for the momentum of electric mobility to increase partnerships like the one with Uber are essential to expose more consumers to the viability of electric vehicles and alternative mobility options.”

“We are excited that other like-minded auto companies are joining us in the electric vehicle revolution towards a sustainable future,” adds Dudu Mwelase GM: Corporate Affairs Nissan South Africa.



Nissan LEAF

Since international market launch at the end of 2013, close to 50,000 BMW i3's have been sold. The BMW i3 was launched in South Africa in March 2015 and to date a 124 vehicles have been sold. The Nissan LEAF has sold close to 200,000 vehicle globally and as a result over 1b emission free kilometres have been driven. The Nissan LEAF is the first fully electric vehicle to market and was awarded the title of World Car of the Year in 2010.

"Uber envisions a future where getting around is simpler, more accessible and more sustainable. We are excited to bring our Johannesburg riders UberGREEN," concludes Alon Lits general manager, Uber sub-Saharan Africa.

As UberGREEN is in a trial phase and is only available between 7am and 7pm. The option may be restricted to some areas of Johannesburg, especially during rush hour.

How it works:

1. Open the Uber app between 9 May to 3 June 2016 (7am to 7pm)
2. Select the UberGREEN option
3. Set your pickup location and request a ride as you normally would.

For more, visit: <https://www.bizcommunity.com>