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Volkswagen and Uber launch pilot project with electric vehicles in Berlin

- Uber partners use e-Golf¹ for “Uber Green” sustainable ride hailing service
- Day of action with partners held as virtual event
- Holger B. Santel, Head of Sales and Marketing Germany: “Through our cooperation with Uber, we are helping improve air quality in urban areas with our locally carbon-neutral electric vehicles.”
- Christoph Weigler, General Manager Uber DACH: “We are pleased to have gained Volkswagen, one of the world’s leading drivers for e-mobility, as a partner for our intermediation platform. Electric vehicles from Volkswagen are a perfect match for our sustainable ‘Uber Green’ concept.”

Wolfsburg/Berlin – Yesterday, Volkswagen together with the intermediation platform Uber, launched a pilot project for the utilization of electric vehicles within the sustainable ride hailing service “Uber Green”. Within the framework of a virtual event, Uber hire car partners informed themselves about the background and possibilities of the cooperation. With the e-Golf, they now have a locally zero-emission alternative from the Volkswagen model portfolio available in Berlin. The objective of the pilot project is to use a number of year-old e-Golf vehicles which may run into three digits. Volkswagen has already been using the e-Golf successfully for its own car sharing service We Share since 2018.



The Volkswagen e-Golf will be utilized in the sustainable ride hailing service “Uber Green”.

Holger B. Santel, Head of Sales and Marketing Germany for the Volkswagen Passenger Car brand, said: “Through our cooperation with Uber, we are helping improve air quality in urban areas with our locally carbon-neutral electric vehicles. In addition, with the demanding continuous operation of battery-electric vehicles in a ride hailing service, we will gain valuable experience which we will be able to use for future vehicles.”

Christoph Weigler, General Manager Uber DACH, added: “We are pleased to have gained Volkswagen, one of the world’s leading drivers for e-mobility, as a partner for our intermediation platform. Electric vehicles from Volkswagen are a perfect match for our sustainable “Uber Green” concept. This cooperation offers our hire car partners an economically attractive possibility of switching to zero-emission drive systems at short notice. In addition, our experience shows that people are considerably more open to the topic of e-mobility after their first ride in an all-electric vehicle.”

As part of its e-offensive, the Volkswagen brand plans to offer electric cars in all major vehicle segments by 2022. Volkswagen aims to become the world market leader in e-mobility in the coming years and is investing 33 billion euros group-wide by 2024, 11 billion of which will be invested by the Volkswagen brand alone. The Volkswagen brand expects to produce 1.5 million e-cars in 2025.

Media contact
Volkswagen Communications
Christoph Oemisch
Spokesperson Finance & Sales
Tel: +49 5361 9-18895
christoph.oemisch@volkswagen.de

Media contact
Uber Germany/Austria
Tobias Fröhlich
Head of Communications
Tel: +49 170 9052565
presse@uber.com



More at
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In September, Uber announced that it intends to evolve into a zero-emission mobility platform by 2040, with 100 percent of the rides offered using zero-emission vehicles, public transport or micro-mobility offerings.

1) Power consumption, combined 13.8 – 12.9 kWh/100 km; CO₂ emissions, combined 0 g/km; efficiency class A+

About the Volkswagen brand:

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2019, Volkswagen delivered 6.3 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 195,878 people work for Volkswagen across the globe. The brand also has over 10,000 dealerships with 86,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.

About Uber:

Uber is a technology company that connects people around the world with various services at the touch of a button via smartphone app. The mobility platform provides its users worldwide with access to alternative transportation options, food delivery services and freight services, among other things. Uber is active in more than 10,000 cities in 69 countries and is revolutionizing the way people move around. In Germany, Uber is active in Berlin, Munich, Düsseldorf, Frankfurt/M., Cologne, Hamburg, Greater Stuttgart and the Duisburg region.
