

UBER: EXPANDING THE WAY WE USE PUBLIC TRANSPORT WITH A NEW APPROACH TO FIRST-AND- LAST-MILE TRIPS

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Uber

ABSTRACT

The term on the tip of everyone's tongue is disruptive technology, and the presentation will focus on how Technology has changed mobility to levels that would have otherwise taken more time to implement. E-hailing services have a role to play in the Transport eco-system. The presentation will seek to demonstrate how over the past three years, private car users have ditched the car for ride at a press of a button. The growing Uber rides to mass transit stations are proof of that. There is potential to unlock more transport solutions using technology and this could be the game changer everyone has been looking for.