

# Accra next to join Uber's African network

Ghana's economically vibrant hub, Accra has been named the next city to join Uber's growing African network. It will be the first city in Ghana to receive the service. Accra's 2.27 million people will have access to the ride-sharing platform.



Team Uber with the first driver-partners in Accra

## Uber Accra

Uber connects drivers with riders in real time, at the touch of a button. With over four million people using the streets in the Greater Accra Metropolitan Area (GAMA), there is a clear demand for Uber's services. The World Bank reports that since 2014, mobile phone penetration exceeded 100% in Ghana, compared to 1% in 2000. The people of Ghana also benefit from increasing availability of high-speed internet, creating the perfect environment for information technology-enabled services such as Uber.

Alon Lits, general manager for Uber Sub-Saharan Africa says, "Accra is a bustling, connected city that Uber is proud to be launching in. It's rapid growth and multiple ethnic communities make it an exciting place to introduce our service."

"We see Accra as a natural fit, because its people are willing to embrace innovation and technology and love products that are cool, exclusive and offer a new experience. We are able to deliver just that, safely, reliably and affordably."

Lits adds, "Our platform contributes to a broader evolution in global transportation where riders are empowered to access

transport on their terms, in a way that is useful to them and sustainable for our cities. We are excited to add the vibrant, growing economy of Accra to our global network.”

## **Free rides**

Uber is celebrating its launch in Accra by providing free rides. Ghanaians can try out the new service by accessing their complimentary rides on the Uber app.

## **The fine print (Terms and Conditions for free rides)**

- You must download the Uber application and enter the promo code MoveGhana in order to receive the free rides
- Free rides are available from Thursday 9 June at 12pm until Sunday 12 June at midnight
- Users are limited to a total of six free rides and each trip is limited to maximum of GHS 20 each
- Note that free rides are only valid for trips that start and end in the Accra in the coverage area.

## **uberX fare prices (Accra)**

- GHS 1.70 Base Fare + GHS 1.30 per kilometer + GHS 0.19 per minute
- Minimum Fare: GHS 5
- Cancellation Fee: GHS 5

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