

# Uber Shuttle

## **Uber Shuttle: An Internationally Unified Bus Experience, Coming to a Stop Next to you!**

Uber announced the rebranding of its mass-transport 'Uber Bus' service, to 'Uber Shuttle', as a strategy to unify the service name internationally.

**Uber's MENA Communications Manager, Norhen Ali, comments:** "The rebrand from Uber Bus to Shuttle is a proud moment for all of us at Uber, as it indicates the success of the mass-transport product and its readiness to now become an internationally unified name in all its operational markets. After its initial launch in Cairo in 2018, the mass-transport service has been rolled out in 3 other countries, launched its B2B service that offers tailored routes for corporates, and has expanded its local network massively in all 4 countries. We are thrilled to see the product grow, and will continue to develop the experience locally and globally."

The rebrand is now visible on the app, offering the same comfortable, affordable, and convenient service for daily commute across Cairo - now under the name 'Uber Shuttle'.

### **About Uber**

Uber's mission is to create opportunity through movement. We started in 2010 to solve a simple problem: how do you get access to a ride at the touch of a button? More than 15 billion trips later, we're building products to get people closer to where they want to be. By changing how people, food, and things move through cities, Uber is a platform that opens up the world to new possibilities.

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