

Making Our Streets Safer for Cyclists

Uber Canada and Share the Road Partner on Road Safety Campaign

TORONTO, July 18, 2017 - Today Uber Canada and [Share the Road](#) are announcing a new partnership to educate Toronto and Ottawa driver partners and riders on road safety.

Driver partners and riders in Toronto and Ottawa will receive vital information to help prevent collisions, like remembering to keep bike lanes clear and watching for bicyclists when they open car doors into traffic. New information on cycle safety will also be featured in the driver app each week. And for new driver partners, Uber will be airing Share the Road safety videos in Greenlight Hubs across the GTA and Ottawa and will be including safety information in materials for all new driver partners. Making sure people are well-informed on road safety can make a big difference and help keep city streets safe for everyone.

"Anyone who bikes in Toronto or Ottawa knows that busy congested roads are a real safety concern," said Sheldon McCormick, General Manager of Uber Ontario. "At Uber, we're committed to making sure the streets of our cities are as safe as possible for people in cars, on foot and on bicycles alike. That's why we're partnering with Share the Road to connect Uber driver partners and riders with valuable safety information that can help save lives."

"Cycling can be a fun, convenient and affordable way to commute and exercise, but we know that Ontarians are concerned about safety," says Jamie Stuckless, Executive Director of Share the Road. "This partnership is an opportunity for us to get important road safety information into the hands of thousands of driver partners at Uber and ensure that people get the space and respect they deserve while out on their bikes."

People on bikes use the same streets that cars do, so it's important to share the road:

- Respect bicyclists as legal road users with the same rights and responsibilities as motorists. Drive courteously and with tolerance. That cyclist is your neighbor and you are sharing the same road.
- Check over your shoulder, and always check your blind spot. A bicyclist could be there.
- Yield to pedestrians and bicyclists in and entering crosswalks.
- Watch for bicyclists when you and your passengers open the car door into traffic.
- It is illegal for vehicles to stop in bike lanes - keep bike lanes clear, do not park or pull over into bike lanes
- Pass bicyclists only if safe to do so and leave 1 m. Exercise patience.

For more information on sharing the road: <https://www.uber.com/en-CA/blog/ontario/making-ontario-streets-safe-for-cyclists/>

About Share the Road

Founded in 2008, Share the Road is working to build a bicycle-friendly Ontario where everyone feels safe riding a bicycle. As a non-profit organization, we work in partnership with municipal, provincial and federal governments, the business community and road safety organizations to enhance access for bicyclists on roads and trails, improve safety for all bicyclists and educate citizens on the value and importance of safe bicycling for healthy lifestyles and healthy communities. For more information, visit sharetheroad.ca.

About Uber Canada

Co-founded by Canadian entrepreneur Garrett Camp in 2009, Uber is evolving the way the world moves. Present in over 40 communities in Canada, Uber has revolutionized transportation and offers more than 32,000 Canadian driver-partners a new way to earn income in their spare time by offering an affordable transportation alternative to hundreds of thousands of riders across the country. For more information, visit uber.com.

For More Information:

Jamie Stuckless
Executive Director, Share the Road Cycling Coalition
jamie@sharetheroad.ca

Susie Heath
Senior Communications Associate, Uber Canada
susie@uber.com