



Uber launches Uber Black for the first time in Cairo in partnership with Abou Ghaly Motors

An introduction of a premium product at Cairo International Airport as flights resume operations

**Cairo, Egypt
July 13, 2020**

Uber announces the launch of Uber Black, its latest product available for the first time in Cairo, in partnership with Abou Ghaly Motors. The product will offer quality service with top-rated drivers in luxurious car models for trips starting at Cairo International Airport. The launch aims to help revive the travel and tourism sectors in Egypt that were impacted by COVID-19, following the government's decision to gradually resume flights earlier this month.

This partnership reinforces the company's continuous efforts to expand mobility options by introducing the tech for new modes of transportation. It is also in line with Abou Ghaly Motors' mission to provide integrated mobility solutions to meet the evolving needs of their stakeholders, while ensuring optimum quality and safety services.

Ahmed Khalil, General Manager of Uber Egypt, commented: "We are proud to launch Uber Black in Cairo to support the government's plans in reviving tourism as airport operations resume. Our collaboration with a strong market player such as Abou Ghaly Motors will help us facilitate more access to transportation solutions by integrating innovative technology with a premium fleet. This strategic partnership is an impactful step towards our mission to expand our product portfolio in Egypt and to make our app more relevant to users across Egypt."

Mohamed Abou Ghaly, CEO of Abou Ghaly Motors, commented: "We are excited to be partnering with Uber to raise the bar for riders in Egypt. Our investment in this partnership is a reflection of our deep-rooted confidence in the fast growth of the Egyptian economy, and the solid steps undertaken by the Egyptian administration to encourage local as well as foreign investors to grow their investments and create more economic opportunities. We see this as an important step into developing and expanding mobility solutions that meet the needs of customers in this dynamic market."

The collaboration entails Abou Ghaly Motors supplying high-end vehicles including Mercedes and Jeep car models as well as professionally-trained and top-rated drivers to provide a unique experience. Leveraging on Abou Ghaly Motors' operational expertise, once a trip request is made on the Uber app, the rider and driver will then meet at Abou Ghaly Motors' booths at the arrivals' terminals.

In addition to Black, Uber's portfolio includes X, Select, Bus and Scooter with the strategy of introducing convenient modalities to best meet the market needs, while creating more economic opportunities for drivers. As safety remains a priority in all its products, especially during the COVID-19 pandemic, Uber recently launched [10 safety measures and new on-trip protocol](#) to help everyone who uses its app stay safe and healthy while on trip.

**Attached a picture for the signing ceremony*

About Uber:

Uber's mission is to bring reliable transportation to everywhere, for everyone. We started in 2010 to solve a simple problem: how do you get a ride at the touch of a button? Seven years and more than two billion trips later, we have started tackling an even greater challenge: reducing congestion and pollution in our cities by getting more people into fewer cars.

Uber

In the Middle East, Uber is already in Amman, Bahrain, Beirut, Dammam, Dubai, Doha, Istanbul, Jeddah, Karachi, Lahore, Madinah, Makkah, Manama, Riyadh, and in 11 cities in Egypt: Greater Cairo, Alexandria, Mansoura, Tanta, Damanhur, Zagazig, Hurghada, Damietta, Ismailia, Port Said, and El Suez, in addition to the Eastern Province with plans for expansion across the region. To request a ride, users must download the free application for Android, iPhone, Windows Phone, Blackberry 7, or sign up at [uber.com/app](https://www.uber.com/app). For more information, please visit: <https://www.uber.com/cities/>

About Abou Ghaly Motors:

The AGM Group (Abou Ghaly Motors) has been actively involved in the automotive business since 1980. Our main mission is offering our clients 'Integrated Mobility Solutions', operating within several categories covering a portfolio of the biggest automotive brands like Mercedes-Benz, Jeep, Alfa Romeo, Subaru, Sixt, Limozeenak and London Cab to cater our different client's needs whether they're looking to ride, rent or own. The AGM Group also boasts a strong network of world class service centers to cover the complete after-sales needs of its clients in Egypt, across all its brands.

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