



## **Uber, AXA Egypt expand safety partnership to distribute free helmets to Scooter drivers**

**Cairo, Egypt  
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As part of Uber's commitment to safety, Uber and AXA Egypt announced an expansion of their long-standing partnership to distribute helmets to active scooter drivers who use the Uber app in Egypt. Through this initiative, thousands of free helmets are provided and funded by AXA Egypt, and will be available for eligible scooter drivers to collect if they wish to, with the collective goal to help reduce motorcycle-related injuries in Egypt.

Simultaneously, a new technology feature was rolled out on the Uber app for scooter drivers who choose to pick up a helmet, where a helmet verification selfie will appear for a short period after collecting it.

**Abdellatif Waked, Regional General Manager of Uber Middle East and Africa, commented:** "We put safety at the heart of what we do, and that's why we're pleased to expand Uber's partnership with AXA Egypt to distribute helmets to thousands of Scooter drivers, with the aim to help create a safer user experience and reduce scooter-related injuries and in Egypt. We believe that collaborations within the private sector have a key role to play in solving urban challenges, like safety, and can make an extensive impact on the public."

**Eng. El-Sayed Metwalli, CEO of the General Authority For Roads, Bridges, and Land Transport in Egypt:** "The Egyptian government is putting strong efforts to develop the transportation system in Egypt, and the ride-sharing industry is a key player in that system. Today, we are excited about Uber and AXA's partnership to distribute free helmets to scooter drivers who use the Uber app and enhance safety. We believe that more partnerships from multiple stakeholders are crucial to achieving road safety. With the government's support, the private sector has a pivotal role to play in creating safer trips on the roads."

**Omar Shelbaya, Board Member AXA Life Insurance Egypt and acting as Managing Director AXA General,** commented: "Within an established long-term partnership with Uber over the years, AXA Egypt provided accident insurance coverage to riders and partner drivers while on an Uber trip. And today, we are proud to further extend our partnership by providing helmets to scooter drivers who use the Uber app, which aligns with our mission to protect all what matters to Egyptians and ensure safer journeys for them on the road."

Uber's partnership with AXA Egypt started in 2016, and continues to provide riders and drivers with coverage against accidental death, permanent, total, and partial disabilities, and accidental medical expenses during trips booked through the Uber app in Egypt, and provides drivers with lost-earning opportunities.

### **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.

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 AXA Egypt:**

AXA Egypt started operating in Egypt since 2015 , providing Egyptians with a range of insurance products: General, Life & Savings, Life Protection, Health and Micro-Insurance Plans. With a team of more than 900 employees, AXA is now serving more than 2 million customers and maintains a role of being an active responsible insurer in the society through solidarity and providing protection to the general public.

AXA operates in Egypt with a “one-stop shop” strategy which aims at reaching all customers individual, SME and corporates with all lines of businesses, through multi-distribution channels whether it be direct sales with AXA Egypt consultants, partner brokers or established bancassurance agreements with top banks in Egypt.

AXA acts as a partner rather than a payer, partnering with its customers to help them against potential risks as well as preventing it from happening and most importantly, empowering them with self-belief that they can go further in life.

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