

Uber for Business

How auto dealerships use Uber for Business



The automotive industry relies on Uber for Business to help their customers, employees, and parts get where they need to go. With the [Central dashboard](#), you can relieve disruptions and help streamline operations at your repair center to get customers back on the road.

The Central dashboard allows coordinators to request Uber rides so customers can enjoy a flexible, familiar way of getting home or to the office. They don't need the Uber app or even a smartphone—once a coordinator requests a ride, the customer receives a text or phone call with their ride details. Staff members use one dashboard to request one-way or round-trip rides for customers, control pickup and dropoff locations, select ride type, monitor usage and spend, and more.

Here's how Uber for Business customers drive their businesses forward with Central:

Mark Miller Subaru provides a great customer experience

Dealership: [Mark Miller Subaru](#)

Location: Salt Lake City, Utah

Use case: Courtesy rides, chase car elimination

Benefits: Customer loyalty, operational efficiency

Mark Miller customers can choose between dropping off their vehicle at the dealership with roundtrip Uber rides provided. If the customer opts for a valet service, a Mark Miller employee will pick up and drop off the vehicle to minimize disruption to their day. The dealership's service team uses Uber Central to coordinate courtesy rides and power valet services for repair and maintenance appointments. Customers appreciate the flexibility, which drives loyalty.

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A shuttle can only be in one place at one time. Going away from shuttles to Uber rides was a beneficial change that allows us to help more customers.

—**Jake Boyle**,
Director of Guest Services,
Mark Miller Subaru

80%

of dealership respondents agree that providing courtesy rides with Uber has helped retain customers.*

BMW of Ramsey reduces loaner liability



Dealership: BMW of Ramsey

Location: Ramsey, NJ

Use case: Customer courtesy rides, loaner car supplement

Benefits: Operational efficiency, customer experience

BMW of Ramsey, which services about 80 cars daily, is always looking for new ways to provide a great experience for their customers. In addition to providing loaner vehicles from their own fleet, the dealership offers courtesy rides with Uber for Business to customers who are waiting on repairs. This reduces the risk associated with having loaner cars on the road while also helping customers get where they need to go with ease.

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Uber for Business is convenient and helps limit the liability of a fleet as much as possible, allowing us to focus on our customers. We try to use Uber for everything.

—James Crowe,
Service Director,
BMW of Ramsey

68%

of dealership respondents agree that using Uber...

provides a better customer experience for their customers.*

has helped reduce overhead cost of maintaining loaner cars and shuttles.*

67%

of dealership respondents agree that using Uber has helped control the cost of courtesy rides

Honda of Bellevue reduced spend by \$45,000



Dealership: Honda of Bellevue

Location: Bellevue, WA

Use case: Customer courtesy rides, shuttle replacement

Benefits: Cost savings, customer satisfaction

The service department of Honda Auto Center of Bellevue provides customers with courtesy rides when their vehicles are in the shop for repair and maintenance. Since they retired their shuttles and started requesting rides for customers through the Central dashboard from Uber for Business, the dealership has saved almost \$45,000 a year. It has also reduced the liability associated with maintaining, running, and insuring their shuttle vehicles.



Our dealership is always looking for new ways to stay competitive and improve our customers' experience. By replacing our shuttles with rides with Uber Central, we've done both of these things while reducing our spend by 47%.

—Janine Zimmerman,
Parts and Service Director,
Honda Auto Center of Bellevue

40%

of dealership respondents agree that service revenue has increased after using Uber for courtesy rides.*

80%

of Uber for Business customers recommend Uber Central.**

Learn how to drive your dealership forward with Uber for Business →

*Based on responses from 79 current Uber for Business customers. Results not guaranteed and may vary depending on your use of the platform.

**Based on a September 2023 Uber-commissioned survey, 80% of clients (out of 1,958 total) who have used Uber Central within 6 months of the survey would likely recommend Uber Central.