

# Keep NYC Free

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## ***Why UBER Wants Congestion Tax***

***UBER wants driving for regular folks so expensive to drive them to use it***

The [New York Post](#) exposes UBER's support for imposing a Congestion Tax on driving in Manhattan south of 60<sup>th</sup> Street:

*NYU Stern School of Business professor Arun Sundararajan said it was only a matter of time before consumers started paying more for their rides.*

*“Early on, Uber and Lyft were losing a lot of money to build market share. The price was too low relative to the economics, and that’s a common strategy. You have a ton of VC [venture capitalist] money and you’re burning it by buying customers — it was natural to expect prices would go up over time,” Sundararajan said. “There’s [now] a wide variety of surcharges and fees. I think part of the challenge here is the company set an expectation early on that things were always going to be cheap.”*

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*Ride-share fares shot up 92% between January 2018 and July 2021, according to data from [Rakuten Intelligence](#), and continue to climb. Back when Uber first became popular in 2013, fares were comparable to yellow cabs due to artificially lowered prices.*

Read the entire article:

[Uber ‘taking advantage’ of unsafe NYC with astronomical fares: outraged riders](#)

(New York Post, April 15, 2022)

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