

Uber's Multimillion Dollar Social Media Campaign

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Uber has launched a nationwide social media campaign against state laws requiring rideshare drivers to have commercial auto insurance.¹ On Uber's website, they specifically list California, Colorado, Florida, Georgia, Louisiana, Nevada, New Jersey, New York, and Texas as some of the states with the highest insurance costs for ridesharing.² Uber has especially targeted their lobbying efforts towards California, whose insurance mandates, "have resulted in rideshare coverage costs to be approximately 30 times higher than personal vehicles and 10 times higher than taxis."³ Uber argues that these result in higher fares for drivers.⁴ In addition, Uber alleges that personal injury lawyers are taking advantage of these state policies, "by aggressively targeting rideshare companies with fraudulent claims, inflated medical bills, and excessive settlements."⁵ Since more payouts are required by insurance carriers, rideshare companies who are forced to have insurance incur higher costs, which result in higher rideshare fares for customers.⁶

This is one of Uber's largest lobbying efforts to persuade customers that they can lower their operational costs by reducing the possibility of legal settlements and regulatory fees.⁷ Their Senior Director for Policy and Communications, Adam Blinick, states that they "just want to draw attention to [their] users that [Uber] think[s] there are unnecessary costs [customers] are bearing."⁸ Uber is spending millions of dollars to advertise in newsletters, national and local political outlets, and social media platforms.⁹ In addition to their advertising campaign, Uber has contributed at least a million dollars to a New York coalition to support local legislation that would reduce the minimum liability coverage for rideshare drivers.¹⁰ It also filed a racketeering lawsuit against several law firms and medical practitioners who, it alleges, stage fake car accidents and perform unnecessary surgeries to take advantages of the state's current insurance policies.¹¹

¹ *Unfair rideshare insurance requirements raise costs for riders and affect drivers' ability to earn*, UBER, <https://www.uber.com/us/en/u/fair-insurance/> [<https://perma.cc/X8X4-8PYV>] (last visited Mar. 5, 2025).

² *Id.*

³ Eytan Wallace, *Uber launches digital campaign for legal and rideshare insurance reform in California*, FOX40, <https://fox40.com/news/california-connection/uber-launches-digital-campaign-for-legal-and-rideshare-insurance-reform-in-california/> (last updated Feb. 17, 2025, 10:28 PM),

⁴ *Id.*

⁵ *Id.*

⁶ *Id.*

⁷ Natalie Lung, *Uber Targets Personal Injury Lawyers in Multimillion Dollar Ad Campaign*, BLOOMBERG (Feb. 18, 2025), <https://www.bloomberg.com/news/articles/2025-02-14/uber-targets-personal-injury-lawyers-in-multimillion-dollar-ad-campaign> [<https://perma.cc/A7GY-KKCB>].

⁸ *Supra* note 1.

⁹ Lung, *supra* note 7.

¹⁰ *Id.*

¹¹ *Id.*

Overall, Uber is attempting to lower insurance costs by inciting public outcry for state legislative changes.¹² This lobbying effort could lead to a major win for rideshare companies across the nation and show how successful these types of campaigns can be for larger corporations.¹³

¹² *See supra* note 1.

¹³ *Id.*