

Press Release

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New book explores transformation of mobility, ridesharing, and on-demand economy from the perspective of an Uber driver and auto journalist

Tales of UberMan: An auto journalist shares his Prius with savvy riders published as a Kindle book by author and *Green Auto Market* editor Jon LeSage

LONG BEACH, Calif., May 29, 2016 – The world of ridesharing, Uber, Lyft, urban mobility, sharing economy, and the future of transportation is explored in a new book, [*Tales of UberMan: An auto journalist shares his Prius with savvy riders*](#). Author Jon LeSage took his years of experience as an automotive journalist, and previous part-time work as a chauffeur, in this non-fiction book on what it's like to drive for Uber and other on-demand car services.

Five years ago, LeSage had been a chauffeur on weekends for a company called Econation, taking people to LAX in a Toyota Prius or a natural-gas powered Town Car. In *Tales of UberMan*, he brings a broad perspective on the battle between the taxi and limo industry versus Uber and other ridesharing companies. The book also explores the shifts taking place in the “sharing economy” as drivers share their cars with riders and homeowners rent out a room to travelers in Airbnb. It also explores what it's like for a Baby Boomer to drive around Millennials and learn more about their opinions on living in cities, dealing with traffic congestion and air pollution, and putting off getting their drivers licenses and cars.

The word “Uber” is becoming pervasive and omnipresent all over the media and internet – similar to “Elon Musk” and “Tesla” in cleantech and automotive. This month, a parody trailer has been streaming on the internet suggesting that a sequel to the 2011 film, “Drive” starring Ryan Gosling had been released. In the humorous video, a look-alike comedian portrays Gosling driving for Uber in the sequel, [“Drive 2: The Uber Years.”](#) Uber is becoming so pervasive as to inspire this parody video – and to be commonly mentioned by stand-up comedians, on TV shows, and in conversations people are having with friends and colleagues.

Automakers predict that within the next 10-to-20 years, the auto industry will look completely different as OEMs become mobility service providers. General Motors has made some big moves in the direction this year, and has nudged competitors in that direction through its investment in Lyft and its startup of the Maven brand and its carsharing services. In May, major announcements were made by Toyota, Volkswagen, and BMW on alliances with shared mobility companies, including Toyota working with Uber. Automakers are preparing for a new phase in the industry's history where they transform from vehicle manufacturers to mobility service providers. The book explores these issues along with the role autonomous vehicles will be playing.

Tales of UberMan offers a mix of colorful stories on what happened during trips, blended with a look at the global issues behind Uber becoming the buzzword for ridesharing services. Author Jon LeSage brings his years of experience with *Automotive Digest*, and as the editor of *Green Auto Market*, to the book. For now, it's available as a Kindle e-book. Later on, it will be released in a print-on-demand version through Amazon's CreateSpace, and an audio version through Amazon's Audiobook Creation Exchange (ACX).