

Reno-Tahoe market to get UberSKI service

By Jason Hidalgo, Reno Gazette-Journal

Uber is doubling down on the area after its recent Tahoe launch by offering passengers an additional service option.

The ridesharing company announced that its UberSKI service is now available to customers in the region, making Reno-Tahoe only the second area in the nation to have the option available.

UberSki allows passengers to request an UberX car – the designation for the company’s low-cost vehicle option – but with all wheel drive and a ski rack for transporting skis and snowboards. Using the service will add a \$5 base fee to a customer’s fare.

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