

Uber Introduces Hybrid Subscriptions for Bike Drivers in Bangladesh

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Uber has launched a new “Hybrid Subscriptions” model for its Uber Bike drivers in Bangladesh, aiming to provide greater flexibility and improved earning opportunities on the platform.

The new feature allows drivers to choose a subscription format that best suits their needs, making it easier for both full-time and part-time riders to access trips and generate income. The initiative builds on Uber’s earlier subscription model introduced in Dhaka in 2023.

According to Uber, the hybrid model is designed to enhance the overall experience for both drivers and riders while encouraging more trips to take place within the app. In Dhaka’s bike-hailing ecosystem, a significant number of trips are still conducted offline or through street-hailing, which limits access to safety features such as GPS tracking, insurance coverage, and in-app support.

By offering flexible subscription options, Uber hopes that more drivers will remain active on the platform, reducing offline trips and improving service reliability for passengers.

Under the Hybrid Subscriptions model, drivers will be able to operate with 0% commission on trips, allowing them to retain their full earnings while selecting a plan aligned with their driving patterns. The company believes this will be particularly beneficial for part-time drivers seeking additional income.

Commenting on the launch, Nasheed Ferdous Kamal, Country Head of Uber Bangladesh, said, “We are always working to improve the driver experience on our platform. Hybrid subscriptions provide drivers with greater flexibility and earning opportunities by allowing them to choose the model that works best for them. By encouraging more trips on the Uber platform, we also hope to improve reliability and enhance safety for riders across Dhaka.”

Currently, tens of thousands of Uber Bike drivers operate daily across the capital. Through continued product innovation, Uber aims to strengthen safety, accountability, and user experience for both drivers and riders on its platform.

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