

Africa Wire drives Uber PR

Uber's press releases in Africa will be distributed via Africa Wire, the newswire service for press release distribution and monitoring in Africa.



Nicolas Pompigne-Mognard

Used by some of the world's largest companies, PR agencies, institutions and organisations, the [African Press Organisation](#) (APO) Africa Wire service has a potential reach of 600 million and guarantees the most extensive outreach in Africa, acting as a channel that allows APO's clients to target audiences in all parts of the continent and also the world.

Uber provides a smartphone application that connects drivers with people who need a ride. The app detects your location, tells you about your driver in advance, and payment can be made seamlessly with cash or debit/credit card.

"We're excited that APO will be supporting Uber in their expansion in Africa, a continent experiencing a boom in consumer spending, which is set to rise from USD 860 billion in 2008 to USD 1.4 trillion in 2020," commented Nicolas Pompigne-Mognard, APO founder and CEO.

APO is the sole press release newswire in Africa and is a global leader in media relations relating to Africa. With offices in Senegal, Switzerland, Dubai, Hong Kong, India, and Seychelles, APO owns a media database of over 50,000 contacts and is the main online community for Africa-related news.

It offers a complete range of services, including press release distribution and monitoring, online press conferences, interactive webcasts, media interactions, strategic advice, public diplomacy, government relations and events promotion.