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NEWS FOR IMMEDIATE RELEASE

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**AG Kaul and Coalition Announce Lawsuit Against Uber Technologies, Inc.
and Uber USA, LLC**

Lawsuit alleges that Uber used deceptive enrollment, billing and cancellation practices in offering its subscription service, Uber One

MADISON, Wis. – Attorney General Josh Kaul announced that Wisconsin, along with a coalition of 21 other state or county law enforcement agencies, has joined a [lawsuit](#) previously filed by the Federal Trade Commission, against Uber Technologies, LLC and Uber USA, LLC, the operators of the popular rideshare and delivery company. The lawsuit is pending in the United States District Court for the Northern District of California, and trial is currently scheduled for February 2027.

The lawsuit alleges that Uber used a variety of deceptive and unfair practices in offering and selling Uber One subscription services, which Uber promotes as saving money on rides and deliveries. Among other things, the lawsuit alleges that Uber used negative option marketing tactics when it offered free trial subscriptions – a practice that automatically charges consumers if they do not cancel a free trial. The lawsuit alleges Uber misled consumers about the amounts they could save when subscribing to Uber One and that the companies made it difficult to cancel Uber One once enrolled. The complaint also alleges that Uber charged consumers before their billing date, including users whose free trial has not yet ended.

“Subscription services should have transparent terms,” said AG Kaul. “And when people want to cancel a subscription, doing so should be easy.”

The lawsuit seeks restitution, as well as penalties, costs, and an injunction against Uber for alleged violations of Wisconsin’s Deceptive Trade Practices Act and the U.S. Restore Online Shoppers’ Confidence Act.

Joining AG Kaul in filing this lawsuit are the attorneys general of Alabama, Arizona, Connecticut, the District of Columbia, Illinois, Maryland, Michigan, Minnesota, Missouri, Montana, Nebraska, New Hampshire, New Jersey, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, Virginia, and West Virginia, and the Alameda County District Attorney.