



## Don't Forget to Look Up; 13cabs Teaches the Art of Hailing a Ride

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Remember the days of real-time taxi hailing with a wave of your hand?

The quick, reliable and effective behaviour when we needed a quick taxi ride somewhere?

A simple hand gesture, non-reliant on technology or your phone running out of battery. One that involved looking up, being present on the street or curb side and aware of the traffic in front and around you.

Well, today, Australia's largest and leading taxi network in Australia, 13cabs hopes to bring back the art of hailing a taxi through its new 13cabs 'Heads Up' campaign.

13cabs' Chief Operating Officer, Stuart Overell says, "In an age where personal transport has been disrupted, there is one pastime that remains unique and distinctive to taxis around the world...the timeless, practical wave of your hand known as 'The Taxi Hail'.

"We all have an app to book and pay for a ride, but what is special about 13cabs is that we can also be hailed from the streets instantly. Hailing is now an art form - one that millennials may not have mastered, or even considered as an option. When peak transport periods heighten the demand and increase wait-times for a ride; hailing is simply the fastest option."

Hailing the brightly branded orange 13cabs is a quick way to get in our instantly recognisable and trusted taxis. The 13cabs fleet has the most safety measures of any personal passenger service in the country. These include mandatory car check-ups several times a year, live GPS vehicle tracking beyond the mobile phone, and multiple security cameras to ensure a safe and secure ride for both Passengers and Driver.

"13cabs wants to remind everyone that getting a 13cabs is so simple, it's right there in front of you, no need to fumble around with your phone. This campaign is about 'looking up' and simply putting out your hand to grab a super quick ride," Overell says.

13cabs focuses on having plenty of available cabs on the roads during peak times, as well as waiting at hundreds of dedicated cab ranks around the country, so when a Passenger needs a quick ride, 13cabs is ready and waiting.

The campaign includes an online video featuring a group waiting for their ride-share to arrive, whilst several available cabs drive by. It also includes hyper-targeted out of home billboards and street furniture, reminding inner-city travellers to hail for a quick ride.



“While our usage of technology, personal devices and apps is not something we’re attempting to change – with the 13cabs ‘Heads Up’ campaign, we simply want to remind Australians that there are other practical options for getting a cab. We encourage all Aussies looking down, nose to the phone and jockeying across multiple apps, to look up and see if a 13cabs taxi is nearby. Passengers may find in a bustling area that by simply looking up from their phones, there might be several 13cabs available or waiting at a rank just nearby; just waiting to be hailed.” Overell ends.

Ends –

### **13cabs’ 3-step guide to getting a taxi in real-time:**

1. Look up from your phone screen.
2. If you're near a cab rank, follow the signs, head there and choose 13cabs no matter where it is in the queue. If not, spot the closest 13cabs on the road with a lit rooftop light.
3. Raise your hand to gauge the driver’s attention and wait at the curb (in a safe location).

Voila! Enjoy your quick, convenient ride.

You can pay by cash, credit card, 13cabs app, Cabcharge or via the Quick Ride with Apple Pay.

### **For additional information, please contact:**

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Interview Opportunities with Chief Operating Officer of 13cabs, Stuart Overell.

### **Links to ‘Heaps Up’ videos:**

30” TVC: <https://www.youtube.com/watch?v=6KhHKcxpG3Y>

15” TVC: <https://www.youtube.com/watch?v=phzQKtzxsJY>

Additional imagery available on request

### **Notes to Editor**

#### **About 13cabs**

13cabs taxi network is the largest in Australia directly supporting 10,000 vehicles and 40,000 Drivers. We believe in the importance of accessible, dependable and equitable transport in the community and are building the team, technology and brands to support its delivery.

13cabs is part of A2B Australia, an Australian ASX listed Company with a leading position in personal transport. A2B’s dispatch technology is deployed globally and our expertise in payments is embraced by retailers and the taxi industry throughout Australia. A2B is home to other brands including Cabcharge, Silver Service, Champ, EFT Solutions, and Mobile Technologies International. In support of Professional Drivers and their Passengers we provide class leading and cutting-edge technology to 96% of Australia’s 22,000 taxis as well as to taxis in 50 cities throughout North America, Europe and New Zealand. [www.13cabs.com.au](http://www.13cabs.com.au)