



13cabs Introduces Quick Ride with Apple Pay

Offering an easy, secure and fast way to hail a ride

Australia - 26 September, 2019 — Australian taxi network, 13cabs, has today announced its new iOS app feature, Quick Ride, a quick and convenient way for Apple Pay customers, to digitally hail a ride with their iPhone in seconds.

Quick Ride enables passengers to use Apple Pay to skip multi-step registration and set-up processes and instantly book a ride via the app.

13cabs Chief Operating Officer, Stuart Overell says, “We’re excited to bring this innovative service to our passengers. We know that many passengers are arranging their taxi trips via an app and over the last year alone, we saw a 66% increase in 13cabs app downloads. Speed is currency and our passengers don’t have time to download and register all of their details when they need to book a ride.”

Deon Ludick, 13cabs Chief Technology Officer says, “Today’s 13cabs’ introduction of Quick Ride with Apple Pay is a first for the transport service industry in Australia and a testament to our customer-led and insights-focused innovation capabilities, to solve transportation challenges in Australia’s major cities.

“At 13cabs, we wanted to make booking via the app as fast and easy as possible, to match the speed of hailing a cab and Quick Ride with Apple Pay enables us to do that in just a couple of taps on iPhone.”

Security and privacy are at the core of Apple Pay. When you use a credit or debit card with Apple Pay, the actual card numbers are not stored on the device, nor on Apple servers. Instead, a unique Device Account Number is assigned, encrypted and securely stored in the Secure Element on your device. Each transaction is authorised with a one-time unique dynamic security code and every Apple Pay purchase on iPhone is authenticated with just a glance or a touch with Face ID or Touch ID, or a device’s passcode.

Quick Ride with Apple Pay is another welcome technological enhancement by 13cabs, set to attract and retain new Passengers. 13cabs is the biggest taxi network in Australia and is trusted for not only being able to deliver passengers from pick-up, to drop-off safely, but also, for its robust technology and security measures.

For more information on Apple Pay, visit: <https://www.apple.com/au/apple-pay/>

Notes to Editor:

About Quick Ride with Apple Pay

In January 2019, the 13cabs app enabled passengers to pay for their trip within the app using Apple Pay. With the introduction of Quick Ride, Apple Pay customers can now skip the registration and sign up requirements and instantly book a ride.

About 13cabs

13cabs is the largest taxi network in Australia, directly supporting 10,000 vehicles and 40,000 Drivers. The 13cabs app is proud of its 4.8 star rating on the App Store with over 30,000 reviews, making it the highest ranking transport service app in its class.

13cabs believes in the importance of accessible, dependable and equitable transport within the community and are building the team, technology and brands to support this delivery. 13cabs is part of A2B Australia Limited.

Ends –

For additional information, please contact:

Mylinh Lee | +61 466 518 202 | mylinh.lee@13cabs.com.au