



## ***Cabs service in Mackay region boosted through partnership with national taxi company***

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Today, 13cabs reveals it has teamed up with Mackay Whitsundays Taxis in order to deliver a better resourced and service focused taxi service for the people of Mackay and The Whitsundays, Queensland.

Mackay Whitsundays Taxis new partnership with 13cabs will see all local taxis enhanced with distinctive 13cabs branding along with customers provided access to a better resourced service – including a dedicated 24/7 Contact Centre and a way to book, track and pay for their next cab ride via the 13cabs app.

Known as one of the largest taxi service areas in Queensland, Mackay Whitsunday Taxis is 250 drivers strong – operating 22 maxi taxis and 50 sedans. And while for years it has led the way in providing personal transportation for locals, tourists, miners and mining support staff throughout the areas of Sarina (southern Mackay region) through to Airlie Beach (in the north of Mackay), it now looks to 13cabs to strengthen and grow its taxi offering.

Mr Gerry Lucas, Managing Director of the Mackay Whitsundays Taxis said: “Our region is growing all the time along with the demand for convenient and accessible transport. Today, we’re extremely excited to reveal we’ll be partnering with 13cabs because it means we’ll be able to better service our community and help get our current and prospective passengers from A to B, wherever and whenever they need to go.

“By forming a 13cabs bureau across the Mackay region, our passengers can now book our taxis from their phones via the 13cabs app. The access to technology and 13cabs’ robust support network is something truly warranted. And while we’ll be tapping into the infrastructure and assets of a renowned national taxi service, we can guarantee our business will remain entrenched in the local community, with a local-focused mindset.” Lucas ends.

General manager of Queensland for 13cabs, Matt McLachlan said: “Teaming up with the well run Mackay Whitsundays Taxi company and rebranding their fleet to 13cabs will mean that the Mackay region residents and visitors who know the 13cabs brand in other parts of Australia, will be better serviced and that’s at the heart of what we want to achieve here”.

Mackay and The Whitsundays is the latest in a series of regional centres to benefit from a partnership with 13cabs following a successful rollout of Harvey Bay, Tweed Heads in July and a series of NSW and Victorian centres in the past couple of years.

Mackay and Whitsundays locals can access the new cab services by downloading the 13cabs app or by calling the new 24/7 Contact Centre on 13 2227. Passengers can also now book and pay for their rides on the app with the newly launched feature, Quick Ride with Apple Pay.

Ends –

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- Interview Opportunities with Gerry Lucas and Matt McLachlan
- Images available



#### Notes to Editor:

##### **About 13cabs**

13cabs is the largest taxi network in Australia, directly supporting 10,000 vehicles and 40,000 Drivers.

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.

The number one taxi app in Australia, 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. First to market with Apple Pay, Passengers can now book and pay for their rides with a new feature - Quick Ride with Apple Pay.

13cabs is part of A2B Australia Limited. A2B also owns Silver Service and Champ brands.

<http://13cabs.com.au>

##### **About Mackay Whitsundays Taxis**

Mackay Whitsunday Taxis is one of the largest taxi service areas in Queensland covering from Sarina in the south to Airlie Beach in the north. Customers include locals, tourists, miners and support staff for the mining industry.