



Passenger-Driver Experience set to Bolster as 13cabs Rolls Out “MyDriver” Service Nationally

Choice for Passengers is the core of 13cabs business with launch of MyDriver

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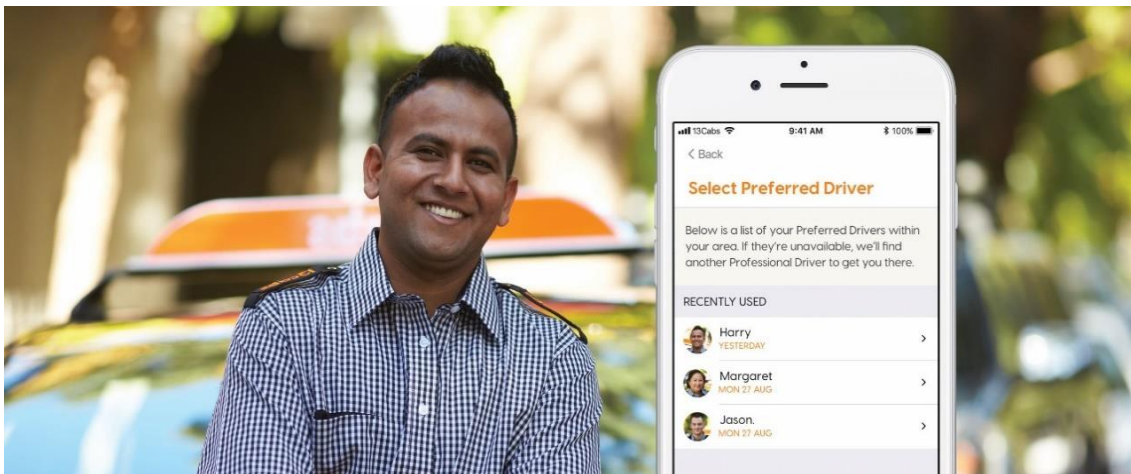
Today, Australia’s largest taxi network announces its highly anticipated “MyDriver” service is rolling out nationwide, after a successful launch in Newcastle, NSW.

Designed to bolster Passenger and Driver relationships, the preferred Driver service called “MyDriver” allows 13cabs Passengers to create a bank of Drivers they know and trust – all with the reassurance that they meet the necessary customer service and safety training requirements of the leading taxi service.

Andrew Skelton, Chief Executive Officer of A2B Australia, the parent company of 13cabs says, “At 13cabs we aim to continually advance the personal transport industry and provide progressive and innovative solutions for our valued Passengers and Drivers.

“We know the world is changing and our customers are constantly looking for services that are personalised and allow them to be in control of their travel experiences. That’s why, we are competing fiercely with competitors to ensure these needs are met. By introducing our unique “MyDriver” service across Australia, 13cabs is addressing a gap in the market we’ve identified as critical to the personal transport sector.”

Soon, Passengers everywhere will be able to build trusting and lasting relationships with the 13cabs Drivers they have great travel experiences with. In turn, Drivers will also be given the opportunity to build a stronger network of ‘regular’ customers making for an even more rewarding profession. Unlike other transport services, 13cabs Drivers also receive 100% of each fare – a clear point of difference and strength of the 13cabs business model.



Since July, the 13cabs “MyDriver” service has seen a successful uptake by local Passengers in Newcastle. The MyDriver service was launched as a test throughout the region and has welcomed 40% of existing Passengers beginning to use the feature as they travel from A to B.

The 13cabs “MyDriver” service is easy to use. Once Passengers have completed their trip and had a good experience, they can save that Driver as preferred, and book them again in the future. Alternatively, if they’ve had an unsatisfactory experience, Passengers can opt to exclude or block that Driver from future bookings through the 13cabs network.

Skelton says, “At 13cabs, we have transformed our organisation to house the technical expertise necessary to compete head-on with overseas competitors. From our digital offerings such as Quick Ride with Apple Pay, Digital Pass, as well as new payments options offered through our website allowing customers to securely book



for others, we have truly raised the industry standard for the transport sector and have put 13cabs on the technology innovations map.

“The “MyDriver” service is yet another game changer from 13cabs that will benefit discerning Passengers requiring a reliable and safe trip as they go about their daily lives.” Skelton ends.

The 13cabs “MyDriver” service is set to roll out to Silver Service in NSW immediately, with plans for 13cabs in the new year.

Ends.

For more information, interview opportunities, imagery of video assets, please contact:

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Download [here](#) for a demonstrational video for MyDriver service (app screen)

Download [here](#) for an animated video on MyDriver

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. 13cabs is part of A2B Australia Limited.

A2B is home to brands including 13cabs, Silver Service, Champ, Cabcharge, EFT Solutions, and Mobile Technologies International

For more information, please visit home.13cabs.com.au

About A2B:

A2B Australia Limited is an Australian ASX listed Company with a leading position in personal transport, technology and payment. 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 brands including 13cabs, Silver Service, Champ, Cabcharge, 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.

Our 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.