

COMFORTDELGRO TAXI LAUNCHES PROGRAMME
TO REWARD MULTI-MODAL TRANSPORT USERS

28 June 2017 – Hopping into a taxi after that bus or train ride will get a lot more rewarding – and we aren't just referring to the convenience it offers.

In its latest move to further enhance its service offerings, ComfortDelGro Taxi is launching a new initiative – “CabRewards+” – to reward taxi passengers who travel on public buses and trains.

This is how the new programme works: Passengers who continue their journeys with ComfortDelGro taxis after alighting from buses or trains will get double the number of cabpoints earned. So a \$10 cab ride will earn 20 cabpoints which can be used to redeem for a variety of rewards including instant discounts for taxi booking jobs via the ComfortDelGro App, taxi vouchers or free transfers to the airport via the CabRewards website (<https://cabrewards.cdgtaxi.com.sg>).

To further sweeten the offer, these “multi-modal taxi trips” will earn 10 times the number of cabpoints during the launch promotional period which will end on 31 July 2017. For example, a taxi ride of \$10 will earn 100 cabpoints.

The new scheme will be rolled out in two stages.

During the pilot phase, taxi rides made after bus and train rides on SBS Transit buses or the North East Line, Downtown Line as well as Sengkang and Punggol Light Rail Transit systems will earn extra cabpoints. It does not matter whether the taxi ride is street hailed or a call/app booking, or if the fares are paid for in cash or by card¹. Commuters are also given as long as 24 hours from the time they exit the bus or train to complete their journey on a ComfortDelGro

¹All major credit cards, NETS, NETS Flashpay, ez-link and Singtel Dash except the Cabcharge card are eligible to earn cabpoints.

taxi. Passengers must, however, ensure the same membership cards² registered in their CabRewards accounts are used to exit the bus and train.

In the second phase, the same rewards will be given to commuters for all other public transport operators – SMRT, Tower Transit and Go-Ahead – subject to approval from the Authorities.

As an added incentive, all new sign-ups to the CabRewards Programme from now to the end of July will receive 500cabpoints.

Mr Ang Wei Neng, Chief Executive Officer of ComfortDelGro Taxi, who launched CabRewards+ this morning, said: "We are constantly looking at new and innovative ways to improve the overall travel experience for our passengers. We believe that many bus and train commuters are also taxi users. With this initiative, we hope to make their use of the multi-modal transport system all that more rewarding."

Food Technologist, Ms Lam Yi Ting, 24, a CabRewards member since 2015, is one such beneficiary. She said: "I tend to take taxis after my train ride so this is certainly going to help me get more points to redeem for taxi vouchers. I think it's a great incentive!"

As part of the Nation's move towards cashless, ComfortDelGro Taxi has also worked with Singtel Dash, which offers passengers 5% cash back when they pay their taxi fares with Singtel Dash³. In addition, they also get a chance to win one Samsung S8 smartphone, worth more than \$1,100, every week until the end of August 2017.

National Taxi Association Executive Advisor, Mr Ang Hin Kee, said: "The public transport landscape has become more competitive, and it is important that our taxi operators continue to innovate and create products and incentive schemes to reward public transport users. It is a win-win as such a reward scheme will also help our taxi drivers generate more business opportunities."

² CabRewards members can register up to two ez-link or NETS Flashpay cards, which act as membership cards.

³ Please see <https://www.dash.com.sg/> for more information.

Background

ComfortDelGro is one of the world's largest land transport companies with a total fleet size of over 44,700 buses, taxis and rental vehicles. Headquartered in Singapore, the Group also has operations in China, the United Kingdom, Ireland, Australia, Vietnam and Malaysia. ComfortDelGro operates about 16,000 Comfort and CityCab taxis in Singapore.