

**COMFORTDELGRO TAXIS LAUNCHES REWARDS PROGRAMME**  
**FOR CASHLESS-PAYING PASSENGERS**

3 March 2014 – From today, passengers can start accumulating “rewards points” for every cashless transaction they make on board ComfortDelGro taxis. The points can then be used to redeem goodies such as taxi vouchers or free transfers to the airport.

Called the “CabRewards Programme”, it is ComfortDelGro Taxis’ first-ever rewards programme for its cashless-paying passengers.

This is how it works: Passengers will need to log onto the Cab Rewards website (<http://cabrewards.cdgtaxi.com.sg>) and open an account. They can then register up to two ez-link cards after the account is successfully activated. The ez-link cards will act as “membership cards” which passengers can use to tap on the cashless payment terminal after a trip.

Those with existing standard ez-link cards will not need to get new ones. Concession cards, which include student and elderly concessions cards will, however, not be usable for the rewards programme. Only payments by cashless modes qualify for points. Cash payments do not qualify.

One cab point is equivalent to S\$1. Cab points are valid till end January of the following year. Passengers who register from now until 31 May 2014 get 500 free cab points. Passengers can track their cab points, items they can redeem as well as e-receipts on the Cab Rewards portal.

Said Mr Yang Ban Seng, CEO of ComfortDelGro (Taxi Business): “Cashless payments on board our taxis are fast gaining popularity with passengers. It is also a much more convenient mode of payment for our drivers. The ‘CabRewards Programme’ has been designed to thank our loyal customers for their support and to encourage them to pay by card.”

**Background**

ComfortDelGro is one of the world's largest land transport companies with a total fleet size of 46,100 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 16,600 Comfort and CityCab taxis in Singapore.