

## **COMFORTRIDE CROSSES TWO-MILLION MARK**

29 August 2019 – ComfortDelGro Taxi’s new service offering – ComfortRIDE – is gaining traction and has crossed the two-million mark. It also accounts for a significant portion of all app bookings. In fact, it’s highest recorded so far was on Hari Raya Puasa.

To mark the milestone, ComfortDelGro Taxi is launching a four-month “Win \$8,888 by Taking ComfortRIDE” Lucky Draw campaign from 1 September to 31 December 2019. The campaign is offering \$88 worth of ComfortPoints to one winner every week and \$888 worth of ComfortPoints to three lucky winners every month. The grand prize of \$8,888 worth of ComfortPoints – tantamount to giving free taxi trips for a year – will be given to one lucky winner at the end of the campaign. Results of the Lucky Draw will be announced on its website ([www.cdgtaxi.com.sg](http://www.cdgtaxi.com.sg)) and social media. Prizes will be credited into the winners’ registered ComfortPoints accounts. ComfortPoints can be used to offset a portion or the full fare for taxi trips transacted through the ComfortDelGro Taxi Booking App as well as taxi trips taken from taxi stands or along the street using the “Pay for Street Hail” function on the booking app.

To qualify for the Lucky Draw, passengers simply need to book ComfortRIDE via the App for the next four months. Every completed ComfortRIDE trip is a lucky draw chance. Every five ComfortRIDE trips earns an additional bonus chance in the Monthly and Grand Draw. Chances from the Weekly and Monthly draws will accumulate into chances for the Grand Lucky Draw. Passengers will be able to see the number of lucky draw chances that they have accumulated in the App every week.

That is not all. The ComfortDelGro cabby whose passenger is a winner in the Monthly and Grand Lucky Draw will also receive a cash prize equivalent to 10% of the winner’s prize.

Said Mr Ang Wei Neng, CEO of ComfortDelGro Taxi: "We thank our cabbies and customers for supporting ComfortRIDE. It is increasingly becoming the option of choice and now accounts for a significant portion of all app bookings. We have also continued to enhance our app. For example, the in-app cashless payment feature was recently added. In fact, passengers who pay ComfortRIDE with credit card through the app will enjoy zero admin fee."

ComfortRIDE, which was rolled out to all its App users on 25 May through the ComfortDelGro Taxi Booking Application, is applicable only for current bookings. Its fares adjust according to market demand and supply.

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1 SEP - 31 DEC 2019

# WIN \$8,888\*

by taking ComfortRIDE

**\$88\*** | **\$888\***  
1 weekly winner | 3 monthly winners

\* Prizes are in the form of ComfortPoints

Terms and conditions apply

Comfort Ride Comfort Points

 ComfortDelGro Taxi

 @cdgtaxi

 @cdgtaxi\_sg

## **Background**

ComfortDelGro is one of the world's largest land transport companies with a total fleet size of about 42,300 buses, taxis and rental vehicles. It operates in seven countries – Singapore, Australia, the United Kingdom, China, Ireland, Vietnam and Malaysia – giving it the broadest footprint amongst its international peers. ComfortDelGro Taxi operates about 11,500 Comfort and CityCab taxis.