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13cabs to brighten up the streets of Bright

Australia's largest taxi company 13cabs, will soon be brightening up the streets of Bright with its familiar orange 13cabs branding. Bright Taxis are partnering with 13cabs, combining the best of the city with the best of Bright's bustling country spirit. Although taking on the 13cabs flagship name and colours, the fleet will maintain the personal service of Bright Taxis with its local drivers still behind the wheel. A seamless way to help the community get from A to B.

"We are really looking forward to being a part of the community and working together with 13cabs to service Bright and the surrounding areas," said Rajan Kumar, the new Owner of Bright Taxis. "First and foremost we want to ensure that we keep the local knowledge and culture that Bright Taxis and its Drivers have built up over many years. The Drivers know the roads like the back of their hands so it's fantastic that they are continuing the legacy by becoming part of the 13cabs team."

While staying true to the Bright people, Mr Kumar said that the community will benefit greatly from the well-equipped resources of a national company. Its round-the-clock support and technical assets are just some of the features 13cabs will bring to the table in Bright. "Our cutting-edge 13cabs app puts the Passenger in the driving seat as it were," said Greg Hardeman 13cabs General Manager, Victoria. "Firstly you can pick in advance the type of vehicle that you want, whether it be a MAXI TAXI or sedan" The other advantage Mr Hardeman said is that passengers can now choose their favourite Driver too. "With the MyDriver feature, you can request, save and share your favourite local Driver with friends and family from the app. To save you from waiting in the cold on a fresh Bright day, you can also track your taxi's approach in real-time."

Another bonus in using the 13cabs app is that you can book your ride with a price guarantee. "There is no need to worry about ticking meters or the unexpected surge pricing you find with ride shares," Mr Hardeman said. "You can relax on the journey knowing the price is set up front and you can conveniently pay through the system with no-touch payments."

The other 13cabs feature that will be exciting for Bright's locals and the business community is the arrival of its contactless 'delivery now' service. "Business to business parcel delivery, pharmaceuticals, groceries, and take away meals are just some of the items regularly chauffeured by 13cabs Drivers across Australia," Mr Hardeman said. "It is proving to be very popular in country communities, enabling local businesses to get their items instantly delivered."

The contactless delivery service now available and the ongoing digital support offered by 13cabs, Mr Hardeman hopes will be a welcome addition to the beautiful town of Bright and its bustling community. "All of 13cabs features will add greater convenience, boost business, and ensure a pleasurable ride for local passengers. Our arrival will be perfect timing too for servicing the influx of tourists that will soon be streaming in for the snow season," he said. "13cabs will have their engines ready to help snow-goers make the most of all the lively local hospitality, gourmet food and wine that Bright offers and does so brilliantly. We look forward to working together and supporting local businesses, their customers, and the local people all year round. For all four of Bright's wonderful seasons."



13cabs' Mr Hardeman and Bright Taxis's Mr Kumar are looking forward to building a new bright future together. At the same time, they would like to pay tribute to the previous owners of Bright Taxis: "We are very grateful to Jack and Vicki for their constant dedication and hard work over many years in building the wonderful company that it is today," said Mr Kumar. "We are looking forward to respectfully continuing their legacy in all the work that we do. They will always be remembered and recognised as an important part of the Bright fleet."

13cabs will be rolling into Bright from 26th May 2021.

Ends –

For additional information, please contact:

For media enquiries and interview opportunities, please contact:

Kim Henkul 0417 903 958
Kim.henkul@13cabs.com.au

Interview opportunities

Owner - Bright Taxis, Mr Rajan Kumar
General Manager for 13cabs Victoria, Greg Hardeman

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.

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

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