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It's 'CABONUS' time!

13cabs, Australia's favourite way to ride, delivers a little magic to lucky Passengers with 'CABONUS'!

Cast your mind back to Willie Wonka's Golden Ticket, the anticipation, the surprise, the delight. 13cabs is recreating this little moment (just without a chocolate river); instant cash voucher prizes and lots of them just for choosing 13cabs, with instant winners being announced loud and clear inside the cab during your trip! That's right, just sit back and enjoy the ride, listen out for the surprise 'CABONUS' announcement and you could be a lucky winner!

There are 50 \$20 prizes to be won every day for the month of September. Just ride with 13cabs and the lucky winners will be rewarded instantly with a \$20 voucher via SMS, ready to use for their next ride with Australia's favourite ride service 13cabs.

"We think 'CABONUS' is going to be a lot of fun, and we're delighted to be bringing a touch of magic to our Passengers to brighten up their day," said Rebecca Fyson Head of Marketing for 13cabs.

"Even better is that every time a Passenger wins \$20 their Driver also wins \$20 instantly. It's a win/win and everyone is smiling! We are excited to surprise and delight our Passengers with a magical moment. You can only get this unique experience in 13cabs, with a live 'CABONUS' announcement coming through in the cabin to announce a winner 50 times each day. We think this is a great and different way to grab attention with our Passengers and best of all, have a bit of laugh and a warm connection between the Driver and Passenger," says Fyson.

'CABONUS' coming to a 13cabs near you rolls out on the Gold Coast Tuesday 1 September. Watch out for other locations around Australia coming soon!

13cabs



About 13cabs:

13cabs is the largest taxi network in Australia, directly supporting 10,000 regularly sanitised vehicles and 40,000 career Drivers. 13cabs believes in the importance of accessible, dependable and equitable transport in the community and is building the team, technology and brands to support its delivery. 13cabs is part the A2B Australia family.

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

For additional information, please contact:

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