

FOR IMMEDIATE RELEASE: 1 November 2020

13 Cabonus time – have you picked a winning ride?

At 13Cabs, we are bringing the trackside excitement and spirit of the Spring carnival to your ride. For the month of November, whenever you jump in a cab with 13Cabs, you'll soon find out if you're riding a winner. Each day, lucky 'riders' on their journey, will hear 'CABONUS' called out to them live over the cab airwaves – straight from ground control! Great odds for being a winner! Each lucky rider will receive an instant \$20 cash voucher bonus for their next ride. The perfect excuse to go out on your next adventure, or call 13cabs at the end of the night for the homeward stretch.

"It's been a difficult year for everyone," says Rebecca Fyson Head of Marketing for 13cabs. "So we thought it was a good excuse to have some fun, bring some of the Spring carnival spirit to our rides and treat and say thank you to our valued 13cabs passengers.

"We also hope that the \$20 cash vouchers will encourage people to pay it forward and go out for the night to support their favourite local restaurants and bars. It's a great way to share the love with your friends too to make it a cheaper night out for everyone when you've got \$20 in your back pocket to go towards your 13cabs ride home!"

To add even greater excitement and a party atmosphere to your ride, if CABONUS is called out in your cab, not only will you win a \$20 voucher, but your driver will win a \$20 bonus instantly too! There's nothing like a win/win.

"It's always much more fun when you win to celebrate with someone else, so we thought, it would be great to reward the drivers too," says Fyson. "We want both our 13cabs passengers and drivers to know that we can always safely bet on them to get us from A to B!"

So book a ride, get a head start, listen out, and find out if you're a CABONUS winner!

'CABONUS' is stepping onto the field from the 1 November in Adelaide, Brisbane, Sydney, Darwin, Rockhampton, Mackay, Bundaberg, Toowoomba and Wollongong.

Ends -

For additional information, please contact:

For media enquiries and interview opportunities, please contact:

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Interview opportunities

Rebecca Fyson | Head of Marketing - 13cabs

Stuart Overell | COO - 13cabs

Images available

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/>