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Broken Hill's Yellow Radio Taxis to share the road with Australia's largest taxi network 13cabs

Broken Hill Yellow Radio Taxis has teamed up with national flagship 13cabs to bring the best of both worlds to the roads of Broken Hill. The move will combine Yellow Radio Taxi's local and personalised service with the convenience of 13cabs' cutting-edge booking technology and resources of a wider-reaching taxi service. A win win for the community and the economy of Broken Hill.

Broken Hill Yellow Radio Taxis new partnership with 13cabs will see its fleet of eight taxis take on a new look – the striking 13cabs branding – to match the upgrade in the services on offer. Broken Hill customers will benefit from a smoother ride, with a line-up of new features such as the top rated 13cabs app, 24/7 support, no-touch payments and contactless food deliveries straight to your door.

Broken Hill Yellow Radio Taxis Chairman, Mr Terry Capper said: "We are really excited to be partnering with 13cabs. Over the years we have seen Broken Hill steadily grow and develop as a city. It's been a natural step for us to grow and develop as a business alongside the city we know and love. Hand in hand with 13cabs, we can now better service the community and meet the increasing need for greater transport options in Broken Hill in a more sophisticated way."

As a local man himself, Mr Capper goes on to explain that Broken Hill Yellow Radio Taxis' new direction won't come at the expense of their connection to the local community they has been built up over many years. "We will continue to be a dedicated and integral part of the local community we serve," Capper says. "Our partnership with 13cabs will only boost and foster our already strong ties."

"By tapping into the incredible resources of a national company, we're able to give people more convenient ways to book while retaining our existing workforce of local Drivers who know the town like the back of their hand. By offering more services, we hope over time we will create further opportunities for more drivers too. It's a win win for the community and the economy here in Broken Hill."

13cabs General Manager, John Dulgarno said, "Today, we're incredibly excited to partner with Broken Hill Yellow Radio Taxis. We're proud to provide locals access to Australia's most recognised taxi brand, and in turn, our world-class technology and safety systems."

One of the greatest features Mr Dulgarno is looking forward to sharing with the Broken Hill community is the 13cabs app which gives customers convenience and control with the tap of a finger. Customers will now have the flexibility to be able to tailor their perfect ride. "With our 13cabs app, you can choose either a sedan or a MAXI TAXI, save your favourite drivers with the MyDriver feature, track your incoming taxi in real-time and make no-touch payments. All with the back-up of 24/7 Australian support."



And yet, without the unexpected sting of surge pricing found in ride share options,” said Mr Dulgaro.

Another novel 13cabs service to arrive on the Broken Hill map is its contactless delivery service, 13things. A service welcomed for its business to business parcel delivery, medical supplies and food delivery. The launch of 13things enables local businesses to get their items instantly delivered. “Our B2B parcel solution is proving to be incredibly useful and popular in cities across Australia and will be a great addition to Broken Hill,” says Mr Dulgaro. “It’s especially useful with the changed business landscape at present, where more people are wanting the convenience and immediacy of contactless delivery.”

Businesses using 13things and Broken Hill passengers can also be reassured that safety and cleanliness is a top priority for 13cabs vehicles. “We are proud of our professionalism, and take great pride in the safety and cleanliness of all our vehicles,” says Mr Dulgaro. “All our cars undergo a cab sanitisation process and regular safety checks which is particularly important during this challenging time. So all you need to think about is which bar, restaurant or café you want to go to in Broken Hill, and know that 13cabs is on hand to bring you home!”

Broken Hill is the latest in a series of regional centres to benefit from a partnership with 13cabs following a successful rollout in Gilgandra and Wellington in October and a number of other New South Wales regional centres in the past year.

On 24 November, Broken Hill locals can access the new cab services by downloading the 13cabs app or by calling the 24/7 Contact Centre on 13 2227.

With the introduction of 13cabs, we also aim to provide employment opportunities for people wishing to drive taxis. They can register their interest by emailing join@13cabs.com.au or calling 1800 546 687

For more information, visit 13cabs.com.au

Ends –



For additional information, please contact:

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Interview opportunities

Terry Capper | Chairman - Broken Hill Yellow Radio Taxis

John Dulgaro | General Manager - 13cabs NSW

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/>