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Yarram Taxis drive the digital delights of Australia's largest taxi network 13cabs into town

Yarram Taxis have teamed up with national flagship 13cabs to bring the best of both worlds to the roads of Yarram. The move will combine their 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 Yarram.

From the outside of the cab, the partnership between 13cabs and Yarram Taxis will go under the radar. The local cab fleet will continue to keep their name and wear their familiar and recognisable branding with pride. Behind the scenes though, the upgrade in the 13cabs services on offer will soon become clear! Yarram customers will benefit from a smoother ride, with a line-up of new features such as the top rated 13cabs app, the 13cabs website, the easy-to-remember 13cabs phone number and 24/7 support. Other features such as no-touch payments and contactless food deliveries straight to your door will be part of the upgraded service.

Yarram Taxis' owner, Mr Rajan Kumar said: "We are really excited to be partnering with 13cabs. Over the years we have seen Yarram develop as a community as well as the Gippsland area as a whole. It's been a natural step for us to want to develop as a business alongside these communities we know and love. Hand in hand with 13cabs, we can now better serve the community and meet the needs for an improved transport service by utilising digital advances and offering more sophisticated and convenient booking, tracking and payment options."

As a local man himself, Mr Kumar goes on to explain that the new and improved direction won't come at the expense of their connection to the local community that has been built up over many years. "We will continue to be a dedicated and integral part of the local community we serve. We have chosen to keep our individual identity as part of that commitment," Kumar says. "Our partnership with 13cabs and support services 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 interact with us while retaining our existing local Drivers who know the towns like the back of their hand. By offering more services and a modernised approach, we hope over time we will create and attract further opportunities for more drivers too. It’s a win win for the community and the economy Yarram.”

Victorian13cabs General Manager, Greg Hardeman 13cabs said, “Today, we’re incredibly excited to partner with Yarram Taxis. We’re proud to provide locals access to the support services of Australia’s most recognised taxi brand and our world-class technology.”

One of the greatest features Mr Hardeman is looking forward to sharing with the Yarram communities is the 13cabs app which gives customers convenience and control with the tap of a finger. “With our 13cabs app, you can book for now or in advance with ease, 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. You also have the flexibility to book for now or in advance if you have an appointment you need to plan for. You can get an estimate for the ride too so there aren’t any big surprises at the end,” said Mr Hardeman.

Another novel 13cabs service to arrive on the Yarram map and available to the local community is its contactless delivery service. A service welcomed for its business to business parcel delivery, medical supplies and food delivery. This 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 these regional communities,” says Mr Hardeman. “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 parcel delivery and local passengers can also be reassured that safety and cleanliness is a top priority. “Just like 13cabs, at Yarram Taxis, we are proud of our professionalism, and take great pride in the safety and cleanliness of our vehicles,” says Mr Kumar. “So all you need to think about is, when and where you want to go, and know that we are on standby to drive you there at the click of a button! You can now leave the house too with the comfort and convenience of our new 13cabs app in the palm of your hand – at the ready for us to bring you home!”



Yarram is the latest in a series of regional centres to benefit from a partnership with 13cabs following a successful rollout in Lakes Entrance, Albury/ Wodonga and a number of other regional centres in the past year.

On 17 December, Yarram locals can access the new cab services by downloading the 13cabs app or by calling the 24/7 Contact Centre on 13 2227.

For more information, visit 13cabs.com.au

Ends –

For additional information, please contact:

For media enquiries and interview opportunities, please contact:

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Interview opportunities

Owner - Yarram Taxis owner, Mr Rajan Kumar

General Manager for 13cabs Victoria, Greg Hardeman

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/>

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