



**Immediate Release** Monday 11 January 2021

## **Snowy River Taxis drive the digital delights of Australia's largest taxi network 13cabs into town**

Snowy River Taxis has teamed up with national flagship 13cabs to bring the best of both worlds to the roads of Orbost. 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 Orbost.

From the outside of the cab, the partnership between 13cabs and Snowy River 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! Orbost 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.

Snowy River Taxis' owner, Mr Rajan Kumar said: "We are really looking forward to our new partnership with 13cabs. It is an exciting step forward for Snowy River Taxis and the community we serve. Orbost is a town steeped in history and tradition, and yet it is also forward thinking and open to change for the better. When the opportunity arrived, it made perfect sense for us to seize it, enabling us to develop our business and bring to the community a significantly enhanced service. Together with 13cabs, we can now provide an all-rounded, fully supported and modernised service to both residents and tourists. Utilising digital advances, we now have more sophisticated and convenient booking, tracking and no-touch 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 have always been proud of our community and the part we play within it. We will still wear our recognisable local brand, and by joining with 13cabs the new streamlined resources and support afforded to us, will enable us to deepen those roots and connections to Orbest businesses and the local people even more," Kumar says.

"Being able to access the extensive resources of Australia's largest taxi network, will enable our local customers to easily communicate with us through a 'new-look' interface. At the same time our familiar friendly drivers with their local street knowledge will still be behind the wheel," Kumar says. "We hope that with the extension of our services and technically boosted support, we will soon generate more demand and employment opportunities for the local Orbest community. A worthwhile goal for all."

Victorian13cabs General Manager, Greg Hardeman 13cabs said, "We are looking forward to working hand in hand with our new partner Snowy River Taxis. As Australia's leading taxi brand, our technology is world-class and we are excited to be able to share it with the local Orbest community."

One of the greatest features Mr Hardeman is looking forward to sharing with the Orbest community is the 13cabs app which gives customers convenience and control with the tap of a finger. "From now on you can download our 13cabs app and book a Snowy River Taxi – whether it's for now, or a week's time. The highly-rated 13cabs app has lots of features including real-time tracking of your taxi so your pick up is as relaxing and seamless as possible. Payment has never been as easy, with no-touch payment and flexible payment options such as Apple and Google Pay. However, unlike ride-shares you always know where you are with price – you can get an estimate in advance, and you never need to worry about prices surging when you least expect it! The 13cabs partnership comes with 24/7 support too so you're never left high and dry."



Another novel 13cabs service to arrive on the Orbost 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 parcel delivery service is a great asset that I’m sure many of Orbost’s small businesses and their local customers will enjoy. You don’t have to be a business to take advantage of it either – it’s a service available to anyone. If it can fit in a car, for the same price as a metered fare, your goods can be delivered straight to you or your customers’ door! You can even track it with live GPS.”

Businesses using parcel delivery and local passengers can also be reassured that safety and cleanliness is a top priority. “We always want our customers to feel comfortable in the knowledge that cleanliness and safety is top of mind,” says Mr Kumar. “All you need to think about is where you want to go out for the night and with who, and know that with our new 13cabs app in the palm of your hand we’ll be at the ready for us to bring you home!”

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

From today, Orbost 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](https://13cabs.com.au)

Ends –

**For additional information, please contact:**

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**Interview opportunities**

Owner – Snowy River 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/>