mytaxi puts pressure on the big taxi offices

Next to its new brand launch, mytaxi announces its own dispatch solution. mytaxi Dispatch will make the process of bookings easier.

Hamburg, 15 April 2013 – They wouldn't have thought it was possible: Ironically, the biggest enemy mytaxi is putting its own dispatch software on the market and, by doing so, is putting the pressure on the largest booking processors. With 'mytaxi Dispatch', mytaxi offers cloud-based software which allows taxi offices to manage trips efficiently and quickly online, without installing their own server.

What's happened so far

A year ago, mytaxi announced through the media the result of the second round of investment. Shortly afterwards, the committee of the largest taxi and rental car association in Germany (BZP) voiced their indignation about the investment. The event escalated in the media and mytaxi became a target overnight. "A handful of the biggest taxi companies enjoying a monopoly position tried to fight mytaxi with all available means," remembers Niclaus Mewes, CEO and founder of mytaxi. In the end the the victims were taxi drivers and smaller operators. Cartel-type means such as threats and warnings were made to forbid drivers from becoming involved with mytaxi. With mytaxi, the founders Niclaus Mewes and Sven Külper redefined the global taxi market. Their goal was to offer an alternative and independent booking system and to lead the taxi market into the 21st century with the first taxi app.

mytaxi Dispatch

Whilst the monopolistic taxi companies and taxi associations continued to busy themselves with raging against the taxi app, the start-up gathered independent industry representatives around a table. The result: With the new dispatch solution, mytaxi gives both taxi operators and small taxi offices a way of competing with large taxi companies. By doing so, they primarily profit from the mytaxi network, which consists of over 30,000 connected taxis. Even in regions where mytaxi is not available yet, they can use the world's first taxi app. Drivers can access all mytaxi features as usual including mytaxi payment for cashless transactions in the taxi. "Having improved the entire ordering process with the app, we are making it easier to process bookings for taxi offices," explains Niclaus Mewes. The user friendly software is based on a database with recognition and functions according to the principle of auto-dispatch, an automatic method of allocation. The taxi drivers receive the booking via the driver app as usual. The beta phase will soon begin in Germany, subsequently followed by Austria and Switzerland. The exact price model for mytaxi Dispatch will be given with the first version. mytaxi Dispatch is also set to be introduced in the USA, Spain and Poland by the end of the year.

New look, same quality

Whilst the dispatch solution is still in the final stages of its development, mytaxi is today presenting the new brand image. Besides the design of the logo, the entire corporate identity has been reworked. In the future, the "T" in the logo will be replaced by an "X" to represent a man waving down a taxi. The "X" also represents a junction, with a pin symbolizing the head of the man and the location on the intersection. The background behind the redesign is that mytaxi has grown up in the last four years and is expressing this by launching a new brand identity. However, constant optimization of the product is also reflected in the maturation process, reports Sven Külper, CMO and founder of mytaxi: "With mytaxi we have put a product on the market which fulfills the needs of the entire taxi market. This begins with simplifying the booking process, followed by the direct payment process in the taxi and is then completed by the new dispatch solution."

About mytaxi

mytaxi is a product of Intelligent Apps GmbH and was launched in June 2009 by founders Niclaus Mewes and Sven Külper. The Hamburg startup is a pioneer and market leader and employs 120 people in Germany, Austria, Switzerland, Spain, Poland and the USA. The taxi-app creates a direct connection between the taxi driver and the passenger. The app has been downloaded five million times and is available in more than 30 cities with more than 30,000 connected taxis. The App Store elected mytaxi as the best "App of 2012". Investors include T-Venture Holding GmbH (Telekom GmbH), Car2Go GmbH (Daimler AG), KfW Bankengruppe, e42 GmbH Cinco Capital GmbH (Lars Hinrichs). Further information is available at www.mytaxi.com.

mytaxi press contact: Lina Wüller – Große Elbstraße 273 – G-22767 Hamburg – 0049 175 266 9125 – l.wueller@mytaxi.com