

Press Release

mytaxi App Now Available For BlackBerry 10

mytaxi is now also available for BlackBerry® 10. mytaxi is offering a \$5 voucher to all BlackBerry users when registering for the app.

Hamburg, July 10, 2013 – Long-awaited, and finally here! As of today, mytaxi is available as a free download on the BlackBerry® World™ storefront. The app is now available for both the BlackBerry® Q10 and BlackBerry® Z10 smartphones for all mytaxi countries including Germany, Austria, Switzerland, Spain, Poland and the USA.

“This launch opens up a new and very interesting target group for us, as many businesspeople use a BlackBerry® smartphone. mytaxi is particularly popular with people who travel a lot, as we make it possible for them to not only request a taxi in almost 40 cities worldwide, but to also pay for it using the app itself,” explains Sven Külper, founder and CMO of mytaxi.

In addition to the direct connection between driver and passenger, BlackBerry® 10 users will be able to benefit from all mytaxi advantages including automatically locating the passenger for pick up, live taxi tracking on customer’s BlackBerry® 10 smartphone and an integrated fare calculator. After the journey, customers have the opportunity to give a star rating to the driver and the taxi – mytaxi’s system brings true quality to the taxi market for the first time. It is also possible to save mytaxi drivers in a favorites list and select them as preferred for upcoming journeys.

In addition, mytaxi Payment is just as well organized: The mobile payment system allows a direct payment via the app between two smartphones in the taxi, without the need for external hardware or NFC. Registration is easily accomplished using the app, whereby the customer also selects their preferred method of payment. Once they have registered, customers can pay for each mytaxi journey using their BlackBerry® smartphone – without the need for cash or cards.

The launch of mytaxi for BlackBerry® 10 is being accompanied by a voucher campaign from mytaxi: Every BlackBerry customer who registers for mytaxi by July 31, 2013, will automatically receive a \$5 voucher that can be used for payment on their next mytaxi journey. The mytaxi passenger app is already available on BlackBerry® World™ and can be downloaded for free.

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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 150 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 seven million times and is available in 40 cities with more than 35,000 connected taxis. Investors include T-Venture Holding GmbH (Deutsche Telekom AG), Car2Go (Daimler Mobility Services GmbH), KfW Bankengruppe, e42 GmbH and Lars Hinrichs (Cinco Capital GmbH). Further information available at www.mytaxi.com.

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