



Press Release: myTaxi Payment

myTaxi – Pay as you go

Market leader myTaxi launches the first mobile payment system on the German taxi market: myTaxi Payment enables passengers to pay their taxi with their smartphones.

Hamburg, 17th of July 2012 – With the myTaxi app, this start-up is a worldwide pioneer in the area of taxi apps for smartphones, revolutionising the market. With myTaxi Payment, founders Niclaus Mewes and Sven Külper introduce the first mobile payment system which enables a direct billing process between driver and passenger via smartphone in the taxi. Up until now there has been no mobile payment system in Germany that functions without additional NFC solutions, QR codes or dongles. In contrast, myTaxi Payment creates a direct connection, without additional external hardware or technology. "With myTaxi Payment, from now on, passengers will be able to travel by taxi without needing cash. They simply pay both cardless and cashless", explains Niclaus Mewes, co-founder and CEO of myTaxi. By means of a confirmation and input of the PIN, payment occurs simply, securely and clearly within seconds via smartphone to smartphone.

"With our new myTaxi Payment product we will revolutionise the taxi branch once again", explains Mewes. myTaxi is the original amongst the taxi-apps and, with their mobile payment system, they will be one step ahead of their competitors in Germany. 3.9% disagio plus 21 cent transaction the myTaxi driver will pay per successfully provided myTaxi Payment journey. For the passenger there will be no extra charge.

With 20% market share, every fifth taxi in Germany provides myTaxi. This is an ideal situation for myTaxi Payment to begin offering their service all over Germany. myTaxi Payment will be introduced in international locations this year. myTaxi Payment is currently available for passengers using the iOS version. Android will follow shortly. With Paypal and Wirecard, myTaxi has gained two strong partners.

Here is the [press area](#) and [video](#) from myTaxi.

About myTaxi

In June 2009 the app myTaxi was launched by the two founders Sven Külper and Niclaus Mewes. myTaxi is first mover and the world's largest smart phone transportation system for taxis with more than 15.000 taxis attached and 1,7 million user downloads. myTaxi is the first taxiapp with a peer-to-peer connection between passengers and taxi drivers, which makes conventional taxi dispatch services obsolete. The service is personal, transparent and convenient. The Hamburg-based startup employs 80 people in Germany, Austria, Switzerland and Spain with more international cities to come. Investors are T-Venture Holding GmbH, car2go GmbH (Daimler AG), KfW Bankengruppe, Cinco Capital GmbH and e42 GmbH. For more information visit www.mytaxi.net

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