



# MEDIA RELEASE

FOR IMMEDIATE RELEASE

## **SWAN TAXIS Launches Flexible Fare System and Offers Seasonal Rewards to the Travelling Public**

20<sup>th</sup> December 2016 – For the next one month, SWAN TAXIS will offer the Flexible Fare System, which essentially varies fares based on demand at the point of booking.

The lower the demand at the time, the lower the fare.

So during off peak hours, a 10 percent fare discount will be given to all booking calls made from Monday to Friday between 6am and 6pm. The offer ends on 15 January 2017.

“The 10 percent discount offer is our way of adjusting fares to demand and rewarding the people of Perth for their kind support. This is yet another community based initiative from SWAN TAXIS,” said SWAN TAXIS CEO, Mr See Peng Yeo. “While we expect other on-demand transport operators to surge their prices over the Christmas and New Year period, SWAN TAXIS will do the opposite,” added Mr Yeo.

Coinciding with the discount offer, SWAN TAXIS has also entered the social media space with the launch of its Instagram page.

“Our aim is to improve our engagement with our customers and Instagram provides us with that opportunity. We would like to see/hear more from our customers, and we want to share with our customers our rich local history and the initiatives we are undertaking to further improve our services,” said Mr Yeo.

The discount offer is available to the travelling public for all bookings, except Contract, Maxi and MPT bookings.

Customers can follow SWAN TAXIS on Instagram through @swantaxisperth.

**Ends**



### **ABOUT SWAN TAXIS**

*SWAN TAXIS operates the largest taxi dispatch service in Western Australia. Incorporated in Perth in 1928, the company has about 5000 drivers and close to 1800 vehicles in its fleet. SWAN TAXIS is a member of ComfortDelGro, one of the largest land transport companies in the world that operates across seven countries. SWAN TAXIS plates, cars and drivers are owned mostly by Perth businesses and individuals.*

### **PHOTO OPPORTUNITIES**

*Photo opportunities can be organised upon request.*

### **CONTACT INFORMATION**

*For more information and photo opportunities contact:*

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