

DATE: 9/27/2018

CONTACT: Shan Gupta

EMAIL: shan@rideyellow.com

FOR IMMEDIATE RELEASE

TAXI APP “RIDEYELLOW” MAKES TAXI RIDES 25% CHEAPER IN LOS ANGELES

LOS ANGELES - September 27, 2018 - To better compete with ride-hailing companies, Southern California’s premier taxi app, RideYellow, has launched a 25% discount on all of their taxi trips booked through the app.

The discount automatically applies to any trip booked using the RideYellow app, so long as the customer pays for their ride using the “app auto pay” feature, which allows you to store a credit card in the app, just like other ride-hailing apps.

Early next year, RideYellow will release a full redesign of their app, given the ever increasing demand for top-quality app experiences. The update will include upfront pricing and new vehicle options.

One of the more unique features that RideYellow will be adding aims to take advantage of taxicabs’ unique ability to accept street hail and taxi stand walk-up business. Through a partnership with a company called LISNR, which provides fast and reliable proximity technology, users will be able to hop into a cab at the airport or at a hotel, open the RideYellow app on their phone, and the app will automatically pair with the correct vehicle.

“We are very excited about the upcoming redesign of RideYellow,” stated RideYellow’s General Manager, Bill Rouse. “Our new features, in addition to our top the line safety measures and drivers’ thorough local knowledge, will no doubt make RideYellow one of the most efficient and secure ways to travel.”

About RideYellow

RideYellow is an on-demand taxi service that allows customers to request a traditional taxi through an Android or iPhone app. Once a taxi is requested, riders can track the location of the taxi and its expected arrival time. Riders also have the option to tip in the app and rate the driver. The app has expanded its service area to include: Los Angeles City and surrounding cities, Long Beach, South Bay cities, Orange County, and San Diego via partnerships with fleets in those areas.

In addition to rigorous background checks, and fully-insured vehicles equipped with state-of-the-art cameras, RideYellow also provides each user the flexibility to pay in cab via cash, card, or stored credit card in the app.

Furthermore, customers already taking a trip who wish to pay for their ride through the RideYellow account, have the ability to sync their current ride with the app under the “Street Hail” feature.

With no surge pricing ever, customers can depend on the same rate no matter the occasion.
<https://rideyellow.com>