



Driving you towards the new generation of taxi systems

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We are addressing the current challenges faced by the taxi sector through implementing the latest technologies and providing a package of initiatives.

This will contribute to raising customer, driver, and operating companies' satisfaction. It will also serve future requirements for taxis and achieve forward-looking goals in line with the directions of the Roads and Transports Authority.

Initiatives:

- A smart digital advertising board installed on the rear windshield of the vehicle.
- A digital taxi board to display the vehicle's status (vacant, reserved, out of service).
- An app that determines the location, condition, and opening/closing of the vehicle, as well as the fees.
- SOS button for driver and passenger.
- Digital payment channels through e-wallets.
- Interactive screens for dealers integrated behind the front seats.
- A smart meter built into the vehicle's dashboard, with all visible wires removed.

Desired benefits:

- Raising customer, driver, and operating companies' satisfaction.
- Improving franchisees' ability to track vehicles and drivers' performance.
- Diversity of payment methods to include easy digital payment channels
- Raising the level of safety, performance, and efficiency of taxi systems.
- Reducing the number of devices and wires and reducing drivers' tampering with taxis.