

PRESS RELEASE

First UK-wide taxi booking app - Taxicode - launches across three platforms

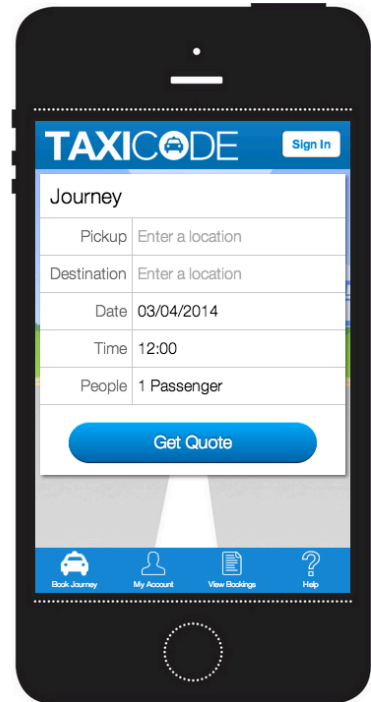
Taxicode, 14.05.14, UK - **The UK's biggest online taxi network, Taxicode.com, has launched the first nationwide taxi booking app.**

Taxicode's app, launched simultaneously for iPhone, Android and Windows, allows travellers throughout the country to tap into an extensive network of taxi firms and browse and book their taxi to and from any destination.

Jonathan Kettle, Taxicode's Managing Director, believes the self-funded app will radically alter the dynamic of the taxi booking market:

"London is well serviced by apps like Hailo and Kabbee, but outside of the capital, the landscape changes dramatically. Until now, there hasn't been a taxi app that helps service the needs of travellers in the other 1500 towns across the UK, which is one factor making the Taxicode app so useful.

"The app was the logical next step for our already highly successful national taxi network operation which first launched in 2012. Taxicode is currently the only company with the ability to work with all taxi companies, rather than just a few. We currently operate in over 400 towns covering approximately 95 per cent of the UK population with over 10,000 taxis and mini cabs. This gives the Taxicode app an unrivalled position as the only nationwide taxi booking app."



The service will display quotes from hundreds of rated and reviewed taxi companies, enabling the user to book and pay for the taxi in a matter of seconds. Users will also be able to track their bookings and rely upon a money back guarantee for unsatisfactory service for added peace of mind

Due to the effective pricing system and reliability on longer distance, advanced bookings, it is most popular with business travellers and holidaymakers making the airport run. The app doesn't favour local or preferential taxi firms, but instead searches and displays prices from any approved firms within the journey's boundaries, enabling users of the app to find the most competitive price and highly rated service for their travel.

Jonathan explained the unusual step of launching the app as the first to be available for iPhone, Android and Windows devices.

"We decided to release the app across all three platforms to again demonstrate our inclusivity across our UK client base. Windows now has around 10 per cent of the UK mobile market share and its devices are popular with business people, which is a particularly important market for us."

The app is free to download and can be downloaded here: [iTunes](#) / [Google play](#) / [Windows](#)

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All press pictures can be downloaded here: [Dropbox](#)

PICTURE CAPTION: Taxicode's MD believes the launch of the first nationwide taxi-booking app will radically alter the market for business travellers and holidaymakers looking for a reliable and cost-effective service.

Editor's Notes

For more information visit www.taxicode.com

Press Enquiries: For further details, images or an interview with Jonathan Kettle, please contact the Taxicode press team on 01603 743 363 or email jenna@mediajems.co.uk

About Taxicode

Taxicode is the UK's first and largest Internet-based taxi lead generator and online booking system.

As one of the first companies to realise the benefits of using the Internet to generate business for the taxi industry it is the most experienced organisation in its field. Taxicode's system was designed from the ground up, in collaboration with taxi drivers, taxi companies and customers booking tens of thousands of journeys using their system each year. With Taxicode's deep understanding and experience of the industry, combined with its latest upgrade to Taxicode version 3.0, it is now offers the most advanced system in the UK.

Other than the iPhone and Android apps, customers can book all taxi journeys directly using the local number provided on each site. They can also book online via the highly advanced automated booking system. When booking with Taxicode customers are assured of a high quality level of customer service and booking experience. All taxi companies are vetted to ensure they provide the very best levels of service in the industry. Performance is also monitored and tracked to ensure their levels of service always remain high.