



PRESS RELEASE

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For Immediate Release

TAXI BOOKING TERMINALS TO BE INSTALLED AT 14 TOURISTS ATTRACTIONS BY MYTEKSI FOR TOURISTS' CONVENIENT

KUALA LUMPUR, 26 November 2014: The Mayor of Kuala Lumpur, YBhg. Datuk Seri Ahmad Phesal bin Talib, has endorsed MyTeksi as the preferred taxi booking mobile app for tourists in Kuala Lumpur and launched the taxi booking terminals for the convenience of the tourists.

The first initiative by DBKL and MyTeksi, together with their partner Intel Technology Sdn. Bhd, is to roll out taxi booking terminals at 14 tourist attractions around the city. The taxi booking terminals, available either as a standalone kiosk or as a table-top, features a self-operating internet-enabled tablet and essentially serves two functions: to enable tourists to book a safe and reliable taxi using the MyTeksi app, and to provide them with a resource for information about tourism in Kuala Lumpur via the Visit KL website.

"We recognize that not all tourists may have smartphones, or have constant connection to the internet, in order to utilize the MyTeksi app. Together with our partners MyTeksi and Intel, we are setting up taxi booking terminals at 14 tourist

attractions in Kuala Lumpur. Now, tourists can easily book their taxi ride to their next destination. If they are unsure of where to go or what to do next, they can also check the Visit KL website at the terminal itself, which has a wealth of information tailored for tourists in Kuala Lumpur", said Datuk Seri Ahmad Phesal, the Mayor of Kuala Lumpur in his speech during the launch ceremony held at the Kuala Lumpur Craft Complex.

"Taxis play an important role for tourists, greatly impacting the overall tourist experience in the city. There is plenty of room for improvement for the reputation and level of service for taxis in Kuala Lumpur. Proactive action needs to be taken to address this perception and improve taxi services for tourists. A quick-win and ready-made solution lies in taxi booking mobile platforms that are already being used to great success by local residents", added the Mayor.

Mr Aaron Gill- Head of Products, MyTeksi said, *"MyTeksi is all about creating a good taxi experience and it is important to us that tourists as well as Malaysians enjoy high quality taxi services as they take in the city's sights and sounds. We are excited to collaborate with Dewan Bandaraya Kuala Lumpur to improve convenience and accessibility for tourists able to visit more attractions in KL by providing the taxi booking terminals that is reliable, safe and convenient",* he added.

As part of the endorsement, there will be cross-promotional activities on both sides, strengthening the core collaboration for tourism. DBKL will encourage tourists to download the MyTeksi app through various tourist touch points, including the Visit KL website www.visitkl.gov.my mobile app, social media, brochures, information centres, trade shows and events, and external partners. On the other hand, MyTeksi will install taxi booking terminals in tourist attractions around Kuala Lumpur, promote the Visit KL brand through member taxis and social media, and ensure MyTeksi drivers are well-versed in tourist attractions and ongoing activities and events.

“The taxi booking terminals, available either as a standalone kiosk or as a table-top, features a self-operating internet-enabled tablet powered by Intel® Atom™ processors essentially serves two functions: to enable tourists to book a safe and reliable taxi using the MyTeksi app, and to provide them with a resource for information about tourism in Kuala Lumpur via the Visit KL website www.visitkl.gov.my”, explained Mr Sameer Tupaki, Marketing Manager, Malaysia & Singapore, Intel Micro Electronics (M) Sdn. Bhd.

The taxi booking terminal Phase 1 will be available in the following locations:

1. Bank Negara Museum and Art Gallery
2. Central Market
3. Islamic Arts Museum Malaysia
4. Istana Budaya
5. Kuala Lumpur Butterfly Park
6. Kuala Lumpur City Gallery
7. Kuala Lumpur Craft Complex
8. National Museum
9. National Visual Arts Gallery
10. Royal Museum
11. Royal Selangor Visitor Centre
12. Sasana Kijang
13. Visit KL Concierge, KL City Walk
14. The kiosk will also be installed at Perdana Botanical Garden's visitor centre once it is completed in January 2015. More terminals will be rolled out throughout 2015.

The launch ceremony also witnessed the signing of a Memorandum of Understanding (MoU) between DBKL, MyTeksi Sdn. Bhd. and each attraction operator. The tripartite MoU was drawn up to formalize the partnership and collaboration between the parties.

MyTeksi, developed by MyTeksi Sdn. Bhd., is a location-based taxi booking mobile app that allows users to easily book a taxi that is safe, reliable and most importantly

charges according to the metered rate. MyTeksi was the first-mover in the taxi booking mobile app market in Kuala Lumpur and is a familiar brand name amongst Malaysians due to its local roots and well-publicized success story.

To add to the festivities, 10 ASUS ZenPhones were given out to 10 lucky MyTeksi drivers who were present at the event. The smartphones, along with the tablets for the taxi kiosks, have been sponsored by Intel Sdn. Bhd.

For more information, kindly contact:

Noraza Yusof

Head of Tourism, Dewan Bandaraya Kuala Lumpur.

Email: norazayusof@gmail.com or call 013-3399915

Evangeline Majawat

Regional Marketing Assistant Manager, MyTeksi Sdn. Bhd. (known regionally as GrabTaxi)

eve@grabtaxi.com or call 019-3348582

About MyTeksi Sdn. Bhd.

Founded in July 2011, MyTeksi is a for-profit social startup with a mission to revolutionise the taxi industry. Runner-up in the 2011 Harvard Business School (HBS) Business Plan Contest, its core product is a taxi-dispatch service with GPS-enhancements, allowing passengers to hail the nearest taxi with extreme ease.

In Malaysia, where this taxi booking mobile application originates, the “MyTeksi” brand is used. However, the “GrabTaxi” brand is being used regionally outside of Malaysia. Since the app was launched to the Malaysian public in June 2012, thousands of taxi drivers have been using the MyTeksi smartphone-based technologies to receive bookings. In Malaysia, MyTeksi currently serves Klang Valley, Putrajaya and Cyberjaya, Seremban, Malacca, Johor Baru, Kuching, and Penang.

Passengers can download the app to book taxis on their smartphones and tablets (iOS: <http://bit.ly/myteksi-ios>, Android: <http://bit.ly/myteksi-android> and Blackberry: <http://bit.ly/myteksi-blackberry>)