

# mytaxi launches in Edinburgh today – third off fares until end June

In partnership with City Cabs, **mytaxi** will work with licensed taxi drivers to provide local knowledge and safe travel for the people of Edinburgh.

**mytaxi** is Europe's largest taxi e-hailing app and Edinburgh is the first Scottish city to join the **mytaxi** family. To celebrate the expansion mytaxi are offering a 1/3 off discount for all Edinburgh passengers until the end of June. The launch marks the second city in a regional roll out set to continue over the summer, as the app continues to grow.

mytaxi is made for Edinburgh.



In partnership with Edinburgh City Cabs, **mytaxi** not only provides skilled and knowledgeable drivers but also guarantees safe, reliable, convenient and cost-effective travel for Edinburgh's residents. Supporting and promoting local licensed taxi drivers is fundamental to the **mytaxi** culture as the business seeks a central role in Edinburgh's integrated transport system.

"We couldn't be more excited to launch our first Scottish City by partnering with the leading operator in Edinburgh. The city is outstanding for a whole host of reasons; the beautiful architecture, the thriving business community and the exciting events calendar just to name a few. We've had an incredibly strong start to 2018 by both expanding our London business and launching in Nottingham and we're thrilled to continue to extend our UK footprint with such an iconic city as Edinburgh.

We hope that by partnering with City Cabs, **mytaxi** can help you experience everything the Capital of Scotland has to offer in a safe and seamless way” *Hannah Soll-Morris, Head of Operations and Expansion at mytaxi.*

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“The launch of the **mytaxi** app in Edinburgh is an exciting prospect for our drivers. Working in partnership with **mytaxi** will give us access to a readily available European customers base. It’s also great to see an investment in the knowledge and skills of black cab drivers within Edinburgh”. *City Cabs Chairman, George Aird.*

To celebrate the launch, **mytaxi** will be offering **\*1/3 off all trips until 30 June 2018** in Edinburgh for both new and existing users *\*T&Cs apply.*

More information is available at [www.mytaxi.com](http://www.mytaxi.com)

mytaxi is a **free app** available for iOS and Android. You can download the app here: [mytaxi app](#)

T&Cs

\*Discount applied at the end of the trip & cannot be used in conjunction with any other offer. Discount works in Edinburgh with in-app card payment. T&C apply. Live 00:01 14 May until 23:59 on 30 June 2018. **mytaxi** reserve the right to change or end any promotion at any time.

[More information here](#)

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