

# mytaxi rebrands under new name

Europe's biggest taxi app mytaxi has rebranded to FREE NOW from today.

[FREE NOW](#) is part of the brand family created through the merger of BMW and Daimler. The other names within that family are SHARE NOW the car sharing app REACH NOW, PARK NOW and CHARGE NOW.

Thomas Zimmermann, FREE NOW Chief Marketing Officer (CMO) explained "We believe that being part of a global mobility brand family will be a very strong advantage for us, especially when all verticals have finished their rebranding",

"For us, FREE NOW means freedom of mind. We want to free our customers – both passengers and drivers – from everyday worries and stress. We want our passengers to lean back, enjoy their ride and let us take care of the details of getting them from A to B.

"We want drivers using the app to be confident in us getting them enough jobs so they can earn their well deserved living."