

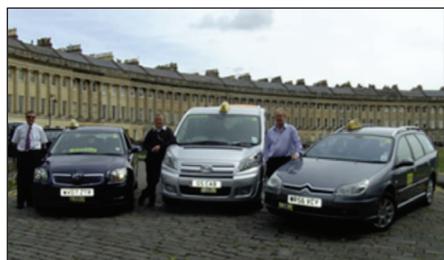
On The Road to Success with CabCard

Increasing revenue and encouraging repeat business is a top priority for fleet operators and independent drivers all over the UK and feedback from current drivers already using the CabCard system tells us that one way to achieve this is to be flexible and offer passengers a convenient way to pay for their fare using their credit or debit card.

Taking Card Payments is the Way to Go

CabCard Services provide a UK bank accredited card payment platform developed as a full service solution for the licensed taxi industry. Everything necessary is provided so fleet and independent drivers can take card payments via MasterCard, Visa, Maestro and American Express using the latest chip & PIN technology. Unlike other services in the market, with CabCard, the PCI compliant system is immediately available without the need to obtain merchant accounts.

CabCard are delighted to welcome on board Abbey Taxis who operate 2 fleets out of Bath and Chippenham.



Already they have been able to attract new business from passengers wishing to exclusively use taxis operators that accept payment by card from corporate travellers,

tourists, students, hotel guests and city visitors alike.

Abbey want to provide passengers with a convenient way to pay for their journeys and at the same time find a service that would take care of all the administration involved including processing card payments and settling 100% of drivers fares and tips directly to their bank account on a weekly basis.

Martin Smith, Operations Manager, commented: "we recognised that most people prefer to pay for fares using their card and our drivers have commented that the system is easy to use and is a quick and convenient method of payment for the customer. We are delighted to be able to offer our passengers this service when they are booking their journeys with us."

Whether your fleet is large or small or you are an independent driver, your customers will appreciate a safe, secure and convenient way to pay for their fares by card and at the same time you or your firm can benefit from a revenue share scheme which is derived on a recurring basis from every card transaction.

You can now follow us on Twitter via @CabCardServices and through becoming a fan on Facebook just search for PayCabs!



**Call CabCard on 0845 491 8410
or sign up at www.paycabs.com**

Attention Fleet Owners and Independent Drivers

CabCard deliver a complete Chip & PIN card payment solution



- ✓ Introduce a new and recurring revenue stream for you or your company
- ✓ Address the increasing customer demand to pay by card
- ✓ Safe and secure Chip & PIN card payments
- ✓ PIN verified - no charge backs
- ✓ Passenger pays card processing fee - full fare paid to driver
- ✓ Driver receives fares and gratuities direct to their own bank account every week
- ✓ All administration provided by CabCard - reduce your costs
- ✓ Telephone support for technical and user queries provided by CabCard
- ✓ Tried and tested by fleets and independent drivers throughout the UK

- No merchant account required
- Fully Payment Card Industry compliant



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