

# Mytaxi match

Taxisharing since 2017



# Match overview

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## Flexible use case centered pricing models and product set ups

### History

**2017** - Launched match prototype in Warsaw (Sept) and Hamburg (Dez)

**2018** - Launched Lisbon (rock in rio / Websummit), Berlin city and Munich Airport

### Model

**Warschau** - City launch with metered pricing model available 24/7.

**Berlin, Hamburg** - City launches with metered pricing model available every day from 6pm-6am.

**Lissabon** - mytaxi match as shuttle service in cooperation with Carris during Rock in Rio Festival and the Websummit last week. Offered maximum fare pricing model

**München** - Maximum pricing model for Tours from Munich Airport to Munich City

# Munich Airport in Cooperation with Lufthansa (LH)



End to end customer journey with 100% price certainty upfront

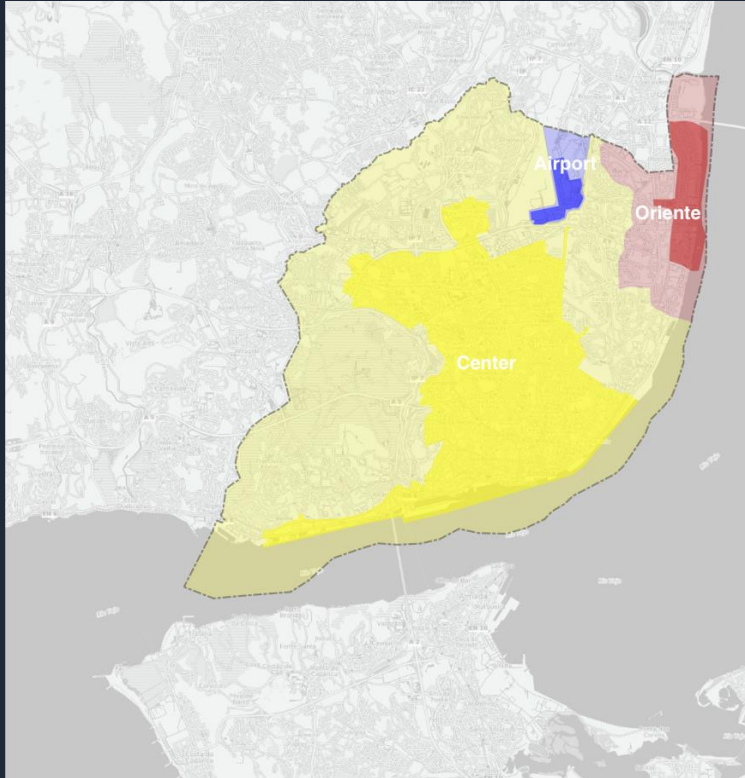


- One **dedicated Pick up point** at the Airport
- Only tours from Airport to the city
- **Extended waiting** time (10 minutes)
- 3 different **maximum fares**
- **Max.2 passengers** per request
- 24/7 available
- Deeplinking from LH and Miles & More app
- **Beacon technology** used at Munich Airport

# Lisbon Rock in Rio and Websummit



## Cooperation for special use cases and events with Carris



- **Restricted destination**
- **A few selected Pick up areas**
- **Restricted times of availability (based on historic demand)**
- **5 maximum fare** for all rides per request
- **Max.2 passengers** per request
- **In-App communication shows partnership with carris**