

New start-up Cab Guru launches comparison app with UK's largest supply of cabs

Cab Guru, a UK based cab comparison and booking app start-up has raised over £2 million in funding to launch.

Cambridge, UK (PRWEB UK) 8 March 2016 -- More than 300 major cab companies in the UK have joined forces to produce a national booking app. The collaboration is unique and the first of its kind in the industry with the aims being: to help the UK's private hire and taxi firms compete with Uber and to provide the customer with an app where they can compare cabs based on price, availability or service in real-time and book a cab anywhere in the UK.

The app allows customers to compare fixed prices and book a cab with a licensed Private Hire or Taxi company. Where there is currently no Cab Guru partner coverage, customers will be shown a list of local cab companies to call and make their booking directly with them.

Marketing Manager Danielle Kinsella comments:

“Cab Guru is about being helpful to customers. If you're in a town or city you don't know, it's difficult to book a cab. We're making it easy to find, compare prices and book a cab no matter where in the UK you are.”

“The private hire and taxi industry has been disrupted significantly in recent years. Cab Guru's aim is to help strengthen and protect the UK's local cab companies and give them the ability to compete alongside new technology disruptors.”

“We soft launched the app back in December and have been adding licensed Private Hire and Taxi companies since then. We currently have over 10,000 cabs available in London and 15,000+ across the UK, which is considered to be the largest online cab fleet in the UK. We're aiming for 50,000 taxis and cabs to be available in the app within the first 12 months.”

Cab Guru will use the investment towards further development and marketing, generating growth across the whole of the UK.

The app is available nationwide. To download the app search for Cab Guru in the [Apple App Store](#) or [Google Play Store](#), alternatively visit the website where you can also book online: www.cabguru.com



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Online Web 2.0 Version

You can read the online version of this press release [here](#).