

9 December 2023

For Immediate Release

STRIDES Premier unveils new logo and livery, new initiatives to enhance passenger experience and driver livelihood

1. STRIDES Premier is pleased and proud to unveil the new logo and taxi livery on our taxis following the merger announcement in April earlier this year as Singapore's second largest Taxi operator. The milestone launch event marks the company's commitment to further enhance the lifestyles and mobility experience of our passengers.
2. As part of STRIDES Premier's launch, and broader electrification and green initiatives, the company has recently introduced our newest hybrid taxi, the Toyota Corolla – in sedan and touring models. This will further build on our existing fleet of green vehicles, enhancing the passenger experience and reinforcing our commitment to sustainable mobility solutions.
3. To elevate the passenger experience, part of our fleet will be "WiFi-enabled" to allow passengers complimentary internet access¹. This will allow STRIDES Premier Taxi passengers, including tourists, to stay digitally connected.
4. Aligned to our digitalisation efforts, STRIDES Premier is partnering Stellar ACE to retrofit state-of-the-art advertising digital screens in our taxis. This will enable companies to connect and engage with new customers and elevate the commuting experience. Passengers will be able to gain access to an array of information and entertainment throughout their journey.
5. Beyond passenger experience, STRIDES Premier is dedicated to improving the livelihoods of and increasing convenience for our taxi partners through welfare benefits. These benefits include highly discounted fuel, multiple vehicle-servicing locations, access to corporate jobs to supplement partner income, and financial assistance schemes. Furthermore, to assist lower-income Taxi partner families to alleviate the cost of living, STRIDES Premier has provided over \$200,000 in education support for their children since the scheme's inception.
6. "Today marks a historic moment for STRIDES Premier and the point-to-point industry. We are glad and proud to announce the launch of our new Taxis brand, STRIDES Premier, which is the result of a successful merger between STRIDES Taxi and Premier Taxi. This merger will allow us to offer our passengers greater lifestyle convenience than ever before. We will leverage combined expertise, technology, and network to provide the best service

¹ Each free session will last 20 minutes. Thereafter, passenger must log-in again.

possible to our taxi partners and passengers,” said Mr Ang Wei Neng, CEO of STRIDES Premier.

7. “We are fully committed to uplift the professionalism of our taxi partners so that they can provide a more pleasant mobility experience for our passengers. STRIDES Premier will also continue to explore new innovative initiatives to delight our passengers every time they ride with us,” Mr Ang added.
8. STRIDES Premier was formed in May 2023 via a merger between STRIDES (owned by SMRT Corporation Ltd) and Premier (owned by BS Capital Group).
9. If you are interested to join STRIDES Premier as a Taxi partner, please contact our STRIDES Premier recruitment hotline at 8182 9628 or 8113 4498.

About STRIDES Premier

STRIDES Premier is Singapore’s second largest taxi operator, and a significant player in the Point-to-Point transport industry with a fleet of taxis, private hire vehicles and limousines, as well as one-stop automotive solutions. We provide high-quality, convenient transportation services, and offer the best-value rental schemes and benefits for taxi partners.