

COMFORTDELGRO REBRANDS ITS WIDELY-USED TAXI APP

19 April 2022 – Come tomorrow, Singapore’s widely-used taxi booking app will get a new look, with new services to boot.

ComfortDelGro’s taxi booking app will be relaunched as CDG Zig as part of the Group’s plan to synergise and leverage its core strengths in land transport solutions, whilst making it easier for customers to gain access to the various services that it has on a single platform.

CDG Zig is an amalgamation of ComfortDelGro’s taxi booking app and its now-decommissioned lifestyle app Zig. It will offer users taxi and ride-hailing booking features and lifestyle options like restaurant reservation, as well as new services like Electric Vehicle (EV) charging. Over time, it will continue to grow with the addition of more ComfortDelGro services from its range of businesses, from car rental to driving lessons.

Mr Jackson Chia, CEO of ComfortDelGro’s Private Mobility Group¹ (PMG), said: “The decision to rebrand the apps that the Group has into an all-in-one CDG Zig App is a step forward in our strategy to give our customers access to our range of mobility and lifestyle offerings via a unified digital platform. We have retained our core services such as taxi booking and dining reservation in CDG Zig, and have also added EV charging service as our latest offering as more fleet and vehicle owners switch to EVs. We plan to add more services that the Group has like private bus, car rental, learner driving and medical transport into the app progressively. The intent is to cross-market our extensive range of transport solutions to bring greater convenience to the different communities that we serve.”

Explaining the decision to decommission Zig and merge it with the popular CDG Taxi App, Mr Chia said: “We launched Zig in 2021 as a foray into the lifestyle mobility scene. It was

¹ *The Private Mobility Group (PMG) was formed in June 2021 and comprises taxi, private bus, car rental and leasing and lifestyle businesses under a new umbrella division.*

an eye-opening experience and enabled us to develop our skills in this new business area without interrupting our service offerings then to our taxi users. The time has come to merge the two so we can make it easier for our customers to get everything on just one app.”

The relaunched CDG Zig will appear on users’ phones as a stylised “Z” icon. Existing ComfortDelGro Taxi Booking App users will not need to re-register with the new app and will only need to update their app. Their existing favourite locations and journeys, in-app cashless payment options, promo codes and ComfortPoints will be automatically ported over to the new app. First-time users will be asked to register their particulars when they first log onto the new app.

EV owners will be able to use the new CDG Zig app to locate and navigate to the nearest available EV charger operated by the Group’s joint venture company, ComfortDelGro Engie Pte Ltd. Presently, there are about 40 charging points listed in the App and will reach over 600 charging points by the end of 2022.

CDG Zig will be available on the Apple App Store, the Google Play Store and the Huawei AppGallery starting tomorrow.

	  	
<p>CDG Zig combines the colour blue that is synonymous with the ComfortDelGro Taxi Booking App and a customised ‘Z’ logo that was similar to the now decommissioned Zig App. The driver app will also be renamed CDG Zig Driver App.</p>		

Background

ComfortDelGro is one of the world's largest land transport companies with a total fleet size of about 35,000 buses, taxis and rental vehicles. We also run 177km of light and heavy rail networks in Singapore and New Zealand. Our global operations span seven countries – Singapore, Australia, the United Kingdom, New Zealand, China, Ireland and Malaysia.