

John Drummey Communications

Public Relations – Training - Marketing

Press Release – 30th July 2008

New Tralee taxi company launched

A new taxi company, complete with dress code and a particular focus on road safety, has been launched in Tralee.

24/7 Cabs, comprises more than 10 drivers who will be instantly recognisable around Tralee as they will be decked out in a white shirt with a 24/7 Cabs crest, black trousers and a tie. Their cars will also be clearly identifiable with the 24/7 Cabs logo overhead.

The new co-op, the first of its kind in Kerry, brings together many **familiar faces** from other cab services in the town and surrounding areas.

The General Manager of 24/7 Cabs, Terry Boyle, said: “We are committed to providing a smart and courteous service to our customers while being respectful to other motorists on the road.”

“Our main aim is to prove that our taxi drivers are responsible and safe,” said Terry Boyle.

There will be **international recognition** for this pioneering project as 24/7 Cabs have agreed a partnership deal with the Rose of Tralee for this year’s festival, August 22nd to 26th. The taxi co-op has been selected as the company that will be used by the families of the 31 Roses, the sponsors and other visitors who will arrive in Tralee on August 22nd. The people of Tralee attending the events in the Dome will also be encouraged to call 24/7 Cabs.

A number of hotels and guesthouses in the town and surrounding areas have also endorsed 24/7 Cabs as the preferred taxi company for their guests.

24/7 Cabs is offering a pre-booking service, particularly for parents of teenagers who enjoy frequenting the social, sporting and cultural establishments of the greater Tralee area. Students attending the IT in Tralee are being encouraged to put their number at the top of their mobile phone contact books.

Motorists with Provisional Licences who are awaiting their tests are being offered a special deal which involves the provision of transport to their places of work during normal working hours. Further details about this deal are available on request.

24/7 has registered with the Commission for Taxi Regulation as a Dispatch Operator and the Commission supports this pioneering project being undertaken by drivers in 24/7 Cabs.

As the General Manager Terry Boyle says, “safe and reliable throughout the day, avoid the queue, call 24/7 Cabs on 066 7124247 and with our local geographic knowledge of Tralee, we’ll get directly to you.”

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