

DTC Strengthens its Partnership With the Addition of More Than 6,000 Taxis on the Bolt Platform

Dubai, 22nd May, 2025

In a landmark move to elevate smart transportation services across the emirate, Dubai Taxi Company's (DTC) partner Bolt, the global shared mobility platform, is thrilled to announce a major expansion in Dubai. Over 6,000 DTC taxis, including People of Determination taxis and Ladies and Family taxis (pink taxis), are now available on the Bolt platform. This expansion reinforces DTC's commitment to enhancing ease and convenience for residents and visitors planning their commute with digital efficiency.

With this significant milestone, Bolt is celebrating the launch with an introductory offer, of 30% cash back on the first three taxi rides, with no surge pricing guaranteed.

With the rapid increase in demand for taxis, residents and visitors to Dubai will now have yet another option to seamlessly book taxis directly through the Bolt app, ensuring a stress-free and reliable start to their journey. Along with transparent pricing, the app has key differentiators, including a proprietary mapping system ensuring accurate routes, advanced in-app safety features like emergency buttons and live tracking, and a driver score system that promotes high service quality. This initiative reinforces Bolt's commitment to providing innovative and user-friendly mobility solutions that make travel easier for everyone.

Aligned with Dubai Taxi Company's ambitious growth and the Dubai government's directive to transition 80% of taxi trips to e-booking in the coming years, the addition of taxi services marks a significant milestone in enhancing and expanding digital transportation services. By leveraging Bolt's world-class platform, DTC is set to unlock a greater share of the market opportunity within Dubai's rapidly evolving taxi and e-hailing sector.

This initiative is part of DTC's new strategy for 2025–2029, which is set to solidify its leadership and reinforce its position as the largest taxi operator in the Emirates and a regional leader in the transportation sector.

Growing Strategic Partnership

Ammar Al Braiki, Chief Operations Officer, Dubai Taxi Company, said, "The integration of over 6,000 DTC's vehicles onto the Bolt app represents a major step toward realizing our vision of creating the UAE's largest e-hailing platform. This milestone underscores our commitment to enhancing and expanding digital transportation services, reflecting both innovation and our shared goal of offering greater convenience and efficiency for users across the emirate."

"Looking ahead, we envision Bolt's reach expanding beyond Dubai into other emirates and verticals. This aligns seamlessly with our mission to support Dubai's vision of a smart, sustainable city, fostering innovation and environmental responsibility in every step we take." he added.

GJ Kistemaker, Vice President of Partner Markets, Business Development, and MENA at Bolt, said, "We are proud to strengthen our partnership with Dubai Taxi Company as we continue expanding Bolt's footprint across the region. This collaboration is a testament to our shared commitment to innovation, customer-centricity, and delivering efficient, tech-enabled mobility solutions. By integrating DTC's iconic taxi fleet onto the Bolt platform, we are making transportation more accessible, reliable, and seamless for everyone in Dubai. We thank DTC for their trust and look forward to driving meaningful impact together as we support the emirate's smart city ambitions."

Travelers can download the Bolt app for free on iOS and Android and start booking their rides today.

Ends

About DTC

Dubai Taxi Company (DTC) has transitioned into a public shareholding company under Law No. 21 of 2023. As a leading provider of comprehensive mobility solutions in Dubai, DTC operates a fleet of over 9,500 vehicles, including more than 6,000 taxis and 18,000 drivers.

Founded in 1994, DTC initially focused on taxi operations but has since expanded to offer a diverse range of integrated mobility solutions across four primary business lines: taxis, VIP limousines, buses, and delivery services via delivery bikes.

About Bolt

Bolt has operations in over 50 countries and 600 cities and provides shared mobility services including ride-hailing, scooter and e-bike rental and car rental to over 200 million lifetime customers. More than 4.5 million drivers use the Bolt platform around the world. The company seeks to accelerate the transition from owned cars to shared mobility, offering better alternatives for every use case. The company's products include ride-hailing, scooter and car rental services, food and grocery delivery and corporate mobility services.