

3 July 2015

Ms Natalie Plumridge  
Senior Analyst (Adjudication)  
Merger and Authorisation Review  
Australian Competition & Consumer Commission  
By email: [Natalie.Plumridge@accc.gov.au](mailto:Natalie.Plumridge@accc.gov.au)

Dear Ms Plumridge

**RE: A91501 - IHAIL PTY LTD APPLICATION FOR AUTHORISATION**

Thank you for your letter dated, 19 June 2015, inviting the Australian Taxi Industry Association (ATIA) to comment on the application to the Australian Competition and Consumer Commission (ACCC) by iHail Pty Ltd (iHail) for an authorisation in relation to its smartphone taxi booking "app".

The ATIA understands that iHail's app will enable consumers to access the nearest available taxi to their pick-up location irrespective of fleet or network affiliation. It is expected that there would many consumers who may find such a feature particularly attractive, especially non-regular taxi users who may not hold a preference or loyalty for one taxi fleet over another.

The ATIA also understands that iHail's app will operate nationally. It is expected that there would many consumers who may find such a feature particularly attractive, especially business and leisure travellers (international, interstate and intrastate) who may wish to maximise their choice and access to all of the available taxis in the cities that they visit.

In the ATIA's view then, the market entry of the iHail app presents as beneficial for consumers of point-to-point, for-hire, passenger transport services.

Lastly, if any matter raised in this letter requires clarification or explanation, please do not hesitate to contact me on (07) 3467 3560.

Yours sincerely



Blair Davies  
Chief Executive Officer