



## **MEDIA RELEASE**

### **CYCLE & CARRIAGE SINGAPORE LAUNCHES *MYCARRIAGE* – AN E-COMMERCE CAR RENTAL PLATFORM**

- Real-time availability of quality cars based on rental period search, reinforcing a true-blue e-commerce experience and instantaneous inventory management.
- Ability to select the exact make and model right down to the colour, offering absolute consumer control and peace-of-mind.

**SINGAPORE, 10 JANUARY 2022** – Cycle & Carriage Leasing launches our customer-centric and unique e-Commerce car rental platform named '*myCarriage*', where customers can view the availability of vehicles real-time, and choose the desired brand and model right down to the colour.

Singapore companies are increasingly going digital to deal with the disruption Covid-19 has brought to their brick-and-mortar businesses. Major crises resulted in creative disruptions, leading to true innovation and differentiating thrivers from mere survivors. Online car rental portals have been around for many decades, but most are not true e-commerce platforms, but rather online forms where your booking needs to be processed by a backend officer during office hours and subject to confirmation. Even after your rental is confirmed, the car rental company is often non-committal on the exact make and model and slipped in a “or similar category” disclaimer, subject to the availability of the vehicle when your rental period arrives. On the day of vehicle collection, there is also a lot of paperwork to be processed, making the entire rental journey tedious and cumbersome.

Cycle & Carriage Leasing's *myCarriage* aims to transform the car rental experience, offering:

- real-time availability of quality cars based on rental period search, reinforcing a true-blue e-commerce experience and instantaneous inventory management;

- ability to select the exact make and model right down to the colour, offering absolute consumer control and peace-of-mind with no surprises;
- hassle free experience – simple and easy rental process. The time taken from booking a car online to car collection can be as short as 2 hours; you can even opt for a delivery or pick up service (for a small fee) before checking out, so everything can literally be done in the comforts of your home or anywhere via your mobile phone.
- a minimum rental period starting from 1 day to a maximum of 30 days, allowing for flexibility in the rental duration, catering to demands of both short-term and mid-term rental; and
- quality experience – clean and well-maintained cars with professional cleaning and disinfection services after each rental, providing peace-of-mind amidst the pandemic.

Commenting on the online portal innovation, **Cycle & Carriage Leasing's Senior Manager Carine Soh** said, "We listen to the changing needs of consumers. When it comes to quality car rental, we want to provide an online platform where customers can get instantaneous confirmation, rather than having to wait for a reply. The freedom to choose the exact make and model right down to the colour of the rental vehicle puts back absolute control and empowerment in the hands of consumers. This aligns with our customer-centric philosophy."

Cycle & Carriage Leasing's fleet consists of a wide range of vehicles ranging from the most economical *Mitsubishi Attrage* to the luxurious *Mercedes-Benz E200*. There are also hybrids and EVs including the *Kia Niro* and *Tesla Model 3*. People carriers such as the 7-seater *Maxus G10* and *Honda Odyssey* are also available, offering customers a wide variety of choices for different needs and occasions. Every car is selected to meet a high quality and standard, both on the exterior and the interior. Cycle & Carriage Leasing's range of quality cars are available at an affordable rate from S\$80 per day.

To celebrate the launch of *myCarriage*, customers will enjoy 15% off all online car rental bookings with the promotion code <**myCarriage!**> from now till 28 Jan 2022.

For more information, visit *myCarriage* at [mycarriage.sg](http://mycarriage.sg)

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