



# Children's cab service launches in Cape Town

Cool (Kids') Cabs, a cab service focused on transporting children safely from school, is launching in Cape Town this month. Founded in 2009 in Johannesburg, Cool (Kids') Cabs has over 8,000 pickups per month.



Having seen a gap in the market, owner Tiffini Wissing Hein knew that a reliable transport service for children in South Africa was needed and as such created Cool (Kids') Cabs.

“We strongly felt the need to turn the current model of scholar transport on its head! We wanted to break the negative, stereotypical perception and deliver a positive, workable solution. We started in 2009 with just one car and now have 36 cars on the roads in Johannesburg. Our focus has always been to provide the safest transport for children - they are your most precious cargo and entrusting them to someone else is not something you should take lightly,” says Hein.

“However, we know the adage of ‘it takes a village to raise a child’ rings true as most of us simply cannot be in two places once. This is where we come in. Our elite service offering ensures you can rest easy in the knowledge that your child is being safely and reliably transported to their home or extramural activity and that they are happy and comfortable with their driver. We know this service will greatly assist many busy parents in Cape Town and we can’t wait to expand our offering here.”

The cabs have advanced tracking systems monitored 24/7 by a highly skilled team of office-based supervisors who remain the parent’s point of contact at all times. All vehicles are regularly maintained and daily checks are conducted before leaving the office. As part of their commitment to safety, the company has a strict rule of no more than four children to a standard vehicle. In response to a demand for bigger groups, the company will also be launching a seven-seater car in 2018 in both Johannesburg and Cape Town, along certain routes.

“We only hire female drivers who go through an extremely intensive training programme and screening checks before they are allowed to work for us. They also need to have proper child care training and a minimum of five years driving experience. We also upskill every driver in first aid, advanced driver training and hijack prevention,” says Hein.

With a strong focus on childcare, Cool (Kids') Cabs ensures that all drivers are able to handle any situation that may occur in the car. If a child is screaming or has fallen ill, they are all able to relate to the child and know how to handle a difficult situation while still driving responsibly.

“What we are providing is peace of mind for parents and care-givers so that they can rest assured in the knowledge that their child is being transported safely by a reliable and professional driver,” concludes Hein.

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