

Press release

Stockholm, 2025-05-23

Cabonline Official Race Partner with Elitloppet

Cabonline is proud to announce its official partnership with Elitloppet, one of Sweden’s most prestigious horse racing events, taking place 23–25 May at Solvalla in Stockholm.

As the exclusive on-site taxi provider, Cabonline will play a key role in enhancing the visitor experience throughout the weekend. With tens of thousands of attendees expected, Cabonline will ensure safe, smooth and reliable transport – from the racecourse to wherever the celebrations continue.

“This partnership opens up exciting new opportunities – allowing us to reach more customers and position Cabonline as the go-to taxi choice for major events,” says Marina Grönqvist, Key Account Manager at Cabonline.

Key highlights of the partnership include

- Taxi hosts on-site to assist visitors and manage flows outside the venue
- QR codes throughout restaurants and exit areas for easy taxi booking via the Cabonline app
- Brand exposure in the official event programme
- A dedicated race named after Cabonline
- Cabonline presence in the event’s TV broadcasts

Cabonline looks forward to meeting race fans and eventgoers at Solvalla – and to making sure everyone gets home safely after a great day at the races.

For further information, please contact:

Cabonline’s press officer, +46 70 456 58 07, press@cabonline.com

About Cabonline Group

Cabonline is the leading taxi company in the Nordic region, with ~2,200 connected transporters and ~4,000 vehicles in Sweden, Norway and Finland. Cabonline operates a series of well-known brands, such as Sverigetaxi, TaxiKurir, Taxi Skåne, TOPCAB, Umeå Taxi, Norgestaxi, Fixu Taxi, Kovanen och Flygtaxi. Through Cabonline, transporters can access attractive customer agreements, support from industry-leading technology and efficient services where shared infrastructure delivers economies of scale. In 2024, Cabonline’s revenue was approximately SEK 4.7 billion. For further information: cabonlinegroup.com/en

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