



Press release

Stockholm, 2025-11-26

Cabonline – Official taxi partner of Be Great Festival in Gothenburg

Cabonline has been entrusted as the exclusive taxi partner of Be Great Festival in Gothenburg – a new boutique event bringing together music, culture and creative experiences in the heart of Frihamnen on the 6th of December.

Be Great Festival is expected to attract a young, trend-conscious and experience-driven audience. As the official taxi partner, Cabonline will be on site to ensure that visitors can travel to and from the festival area safely, smoothly and on time.

– *Our partnership with Be Great Festival is a natural next step for us. By providing safe travel, great service and competitive prices, we want to make it easy for guests to move around the city and fully enjoy the festival experience,* says **Dennis Isic**, Area Manager Area West, Cabonline.

The collaboration is part of Cabonline's long-term commitment to strengthening its presence in Gothenburg and reaching a new, younger target group. By being visible at major events and offering smooth, reliable taxi services, Cabonline aims to continue improving travel solutions for both private and corporate customers in the region.

– *We are very pleased to have Cabonline as the official taxi partner. Together, we create a better and more accessible festival experience where guests can feel safe throughout their journey,* says **Olivia Ahlqvist**, **Be Great Festival**.

In addition to offering convenient trips to the festival area, Cabonline will also be present on site throughout the evening. Our taxi hosts will assist visitors in finding a safe and secure ride home, and through the Cabonline app we offer easy booking options and specially adapted prices during the festival day. Together, we ensure a seamless experience – on the way there, throughout the evening and all the way home.

Festival guests can also enjoy 30% off their tickets by using the discount code "cabonline" when purchasing via Tickster: <https://secure.tickster.com/sv/a2paxk0z23m1tbn/products>. In addition, a **25% discount** is available on taxi rides to and from Frihamnen.

Cabonline – We move the Nordics.

For further information, please contact Cabonline's press office, +46 70 456 58 07, press@cabonline.com.

About Cabonline Group

Cabonline is the leading taxi company in the Nordic region, with ~2,000 connected transporters and ~3,600 vehicles in 175 cities in Sweden, Norway and Finland. Cabonline operates a series of well-known brands, such as Sverigetaxi, TaxiKurir, Taxi Skåne, Umeå Taxi, Norgestaxi, Fixu Taxi, Kovanen och Flygtaxi. The company provides safe, accessible and sustainable mobility solutions for the public sector, businesses and private travellers. 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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