

Taxify rebrands to 'Bolt'

Taxify, the ride-hailing platform, has rebranded with a name change and logo. This update brings the brand identity in line with the company's broader vision of transportation that has already expanded from ride-hailing with cars to motorbikes and scooter sharing.

"Our new name 'Bolt' stands for fast, effortless movement - exactly what the experience of getting around in a city should be, be it by car, scooter or public transport. It also underscores the company's belief that the future of transportation will be electric," adds Gareth Taylor, country manager for Bolt in South Africa.

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