

Kenyan taxi app Maramoja adds luxury vehicles

By [Tom Jackson](#)

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Kenyan network-based taxi app Maramoja has added luxury vehicles to its suite of options as it looks to remain competitive in the country's busy taxi-hailing market.



Image by 123RF

[Maramoja](#), which [launched in Nairobi](#) in March 2015, [leverages a user's social connections](#) to ensure they are introduced to safe and efficient local taxi drivers.

The startup has now announced a partnership with Kenya's Exec Cars, which has a fleet comprising of Audi, BMW, Chrysler, Mercedes, Range Rover and Land Cruiser V8 vehicles, all fitted with GPS trackers and satellite navigation.

Maramoja and Exec Cars are piloting an on-demand luxury car service through the startup's app, available at select locations and times.

"Their chauffeurs are university graduates who truly define the experience – all have been through extensive customer service training to make you feel like a VIP. Exec Cars also offers armed and unarmed close protection and airport fast-track service," Maramoja said.

The startup [added motorcycle taxis to its services](#) in June of last year. The pilot was apparently a success, and Maramoja is

now working on perfecting the service before it is relaunched at real scale.

Maramoja has also rebuilt its web app, with a new look and new features, while it has signed a partnership with Karen-based shopping centre The Hub to provide guests with taxi and luxury car services.

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