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Red Top Cab Installing Self-Pay Credit Card Machines

(Arlington, VA) – [Red Top Cab](http://RedTopCab.com), northern Virginia's largest taxi company, has begun installing new self-pay credit card machines in its entire fleet of 350 vehicles in Arlington, the first local company to convert all its vehicles to this new technology. The devices, located on the back of the front seat, allow customers to swipe their credit cards themselves, increasing privacy, security and the speed of transactions.

"This is another example of Red Top Cab employing the latest technologies to enhance our customers' experience," said company president and founder Neal Nichols.

Red Top expects the machines, now in use in major cities such as New York, Boston and Chicago, to be in all Red Top Cabs by the end of November. Initial customer response has been positive.

"Customers are very enthusiastic," reports driver John Svay. "They like the privacy, and feel more secure not having to hand their card to me. The machine can calculate tips and offer a range of percentages," Svay adds. "Customers see their fare charges right in front of them, and can swipe the card before arriving at their destination. Then I just print out their receipt -- it's quicker and easier than the old way."

Red Top has served the Arlington area since 1964 and was named Best Taxi Service in the DC metro area by Washingtonian magazine readers. From its humble two-car beginning, Red Top has grown to be one of the largest taxi companies in the region, priding itself on safety, comfort and prompt service. This is another first for Red Top, which was also first in Arlington with a large fleet of wheelchair accessible cabs and first to build a fleet of greener, cleaner hybrid cabs. The company is a longtime sponsor of the SoberRide program and many other community initiatives.