PROBLEM

Sao Paulo is a city with **8 MILLION CARS**. That means, one car for every two people. And when you have so many cars, fines become a real business. In 2016, over **580 MILLION DOLLARS** were collected as a result of traffic tickets.

SOLUTION

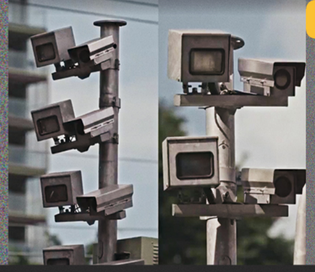
Easy Taxi, the most downloaded taxi app in the world, decided to begin a revolution in Sao Paulo's traffic, taking cars out of the streets, one ticket at a time. Those traffic tickets you receive became credits for you to ask for a taxi and leave your car at home. Easy, huh?

RESULTS

20.000 RIDES
GIVEN IN ONE MONTH

That means

20.000 CARS
LESS CARS ON THE STREETS



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TICKETTORIDE

TURNING TRAFFIC TICKETS INTO CAB RIDES.

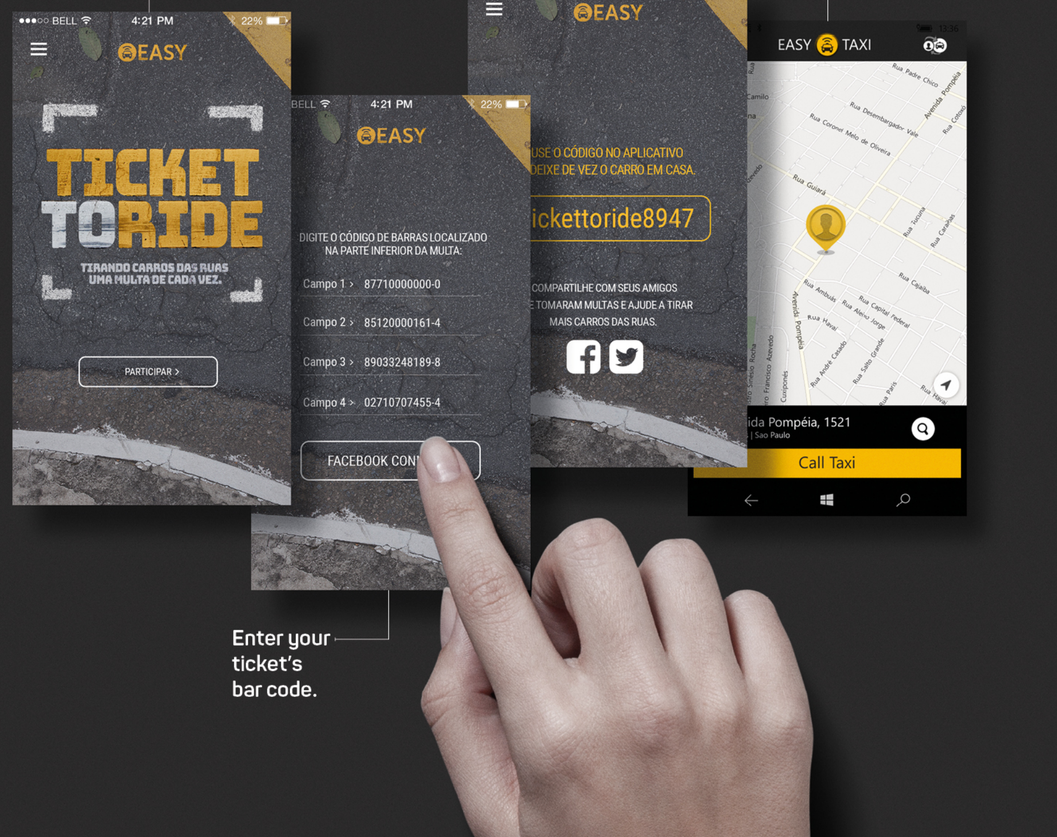
EASY
The most downloaded taxi app in the world

ALL YOU HAVE TO DO IS:

Open the app.

Use the voucher to call a cab.

And leave your car at home.



Enter your ticket's bar code.