

AirAsia launches ridesharing through superapp

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Dhaka : AirAsia Digital has added a ridesharing service to its AirAsia superapp with the launch in late August of AirAsia Ride in Malaysia.

With its launching, AirAsia Ride gave Malaysians another ridehailing option besides Grab, the Singaporean-headquartered superapp with a stronghold in Southeast Asia and Malaysia. Plans are in the works to expand AirAsia Ride's reach to Thailand soon after AirAsia Digital bought supeapp Gojek's Thailand operations in July.

"This isn't a zero sum game," said AirAsia Group CEO Tony Fernandes during a press briefing. He said that AirAsia Ride's strength is at airports, in the tourism market, and with people who like AirAsia's ecosystem and will begin using them.

AirAsia Ride is not only about moving people but will also help in moving packages and supplement its riders, Fernandes said.

"AirAsia is always about democratizing services and giving people the freedom to choose," said AirAsia superapp CEO Amanda Woo.

She said AirAsia has been championing air mobility by flying over 700 million people worldwide over the past 20 years.

"With AirAsia ride, we aim to empower people to move around more easily, making full use of the AirAsia Super App technology," Woo said.

She said Airasia Ride introduces value to the highly competitive e-hailing market based on its low-cost model enabling savings to be passed on to guests and striving

to offer the lowest fares on the road.

"AirAsia's strategy of developing a "super app" is brilliant," said Henry Harteveldt, a travel industry analyst and president of Atmosphere Research Group in San Francisco.

Drivers will provide their own vehicles, adding the signage provided by the company. With last mile delivery capabilities, AirAsia Ride is able to tap into its pool of drivers for maximum efficiency on resources and cost, the company said.