



**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

***DART and Progresif announces promotion for the festive month***

Brunei first ride booking service, DART, and Progresif Cellular has announced a new promotion for the festive month to give customers the freedom of communication and transportation.

From 10th July, DART Taxi customers will get a DART Hari Raya envelope along with \$10 vouchers from Progresif which can be redeemed at Progresif stores for a \$10 Top Up or get \$10 off on a Progresif SIM pack.

The joint promotion by Dart Logistics and Progresif is an initiative to engage Bruneians with a creative solution to transport people from one destination to another. The promotion runs for the first 200 DART bookings or until the end of the month.

Dart's CEO and Founder, Zul 'Amali DP H Idris said that the collaboration sets the stage for more exciting partnerships with Progresif, having joined the Progresif Startup Lab as the first company in April 2017.

"We are so excited to launch this joint promotion in the joy of Hari Raya and with the spirit of giving, Dart and Progresif have teamed up in giving the opportunity for people to use our app during this festive month with ease and convenience in mind."

"Dart's collaboration with Progresif is about emphasising the value of both companies which is connecting people effortlessly," he said.

Devin Edwards, Chief Marketing Officer of Progresif, said that the partnership with Dart signifies a commitment to support the growth of local startups while creating innovative solutions that benefit the local economy at the same time.

"We believe that startups play a pivotal role in promoting innovation which, in turn, benefits Brunei's economy. The promotion with Dart is just one of the many examples of local synergy which is made possible through collaborations that result in win-win situations for both parties," he said.

The DART app seeks to provide a convenient and reliable transport option for its users. In the latest phase of development, Dart has opened recruitment for DART Drivers to the public with the goal of helping local employment.



Those who are interested to become a Dart Car Driver, can go to their website at [www.dartbrunei.com](http://www.dartbrunei.com). The DART app is available for download for both iOS and Android platforms on the App Store and Google Play.

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### **About Progresif**

Progresif Cellular Sdn Bhd. is a Brunei-based Government Linked Company headquartered in Bandar Seri Begawan. Founded in 2014, whose mission is to establish Progresif as a catalyst for change in the telecommunications sector focused on enhancing quality of life and supporting economic growth in Brunei through the development of profitable, long-term, products and services, including cellular devices and service, mobile internet and broadband and enterprise connectivity. Progresif now has more than 265 employees and 150,000 customers, with eight retail stores throughout the kingdom.

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