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Zipo launches in London with fares up to 60% cheaper and 0% commission

Ride-hailing without the rip-off. Rain, rush hour or the end of a gig, the fare doesn't multiply.

London, 20 November 2026 – Zipo went live in London on 16 November with fares up to 60% cheaper than Uber and Bolt. The reason is simple: Zipo has no surge pricing and takes no commission.

Take a ride from central London to Heathrow. On the major apps, it costs around £70: £35 goes to the platform and £35 to the driver. On Zipo, the same journey costs £40, and all of it goes to the driver. The rider pays £30 less.

That's possible because of how Zipo makes money. Drivers pay one flat monthly subscription instead of a cut per trip. With no commission to protect, Zipo has no reason to raise prices when demand peaks, whether it's a wet Friday night, a tube strike or the last song of a gig.

It's the promise behind Zipo's tagline, "ride-hailing without the rip-off." Riders get fares they can trust, and drivers are never charged a cut on any trip.

Zipo is licensed by Transport for London (TfL) and available on iOS and Android. London is its first city. Riders can download the app from the App Store or Google Play, and drivers can sign up at ridezipo.com.

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About Zipo

Zipo is a London ride-hailing app with no surge pricing and 0% commission. Fares are up to 60% cheaper than Uber and Bolt. Drivers pay a flat monthly subscription, and Zipo takes no commission on any fare. Zipo is the trading name of RIDEZIPO LTD.

ridezipo.com · @ridezipo

Fact sheet

What	Ride-hailing app with no surge pricing and 0% commission
Tagline	Ride-hailing without the rip-off
For riders	Fares up to 60% cheaper than Uber and Bolt*; no surge pricing
Example	Central London to Heathrow **Uber and Bolt:** around £70. £35 to the platform, £35 to the driver* **Zipo:** £40, all to the driver. The rider pays £30 less
For drivers	£79.99 a month flat subscription; Zipo takes no commission on any fare
Launched	16 November 2026, London (first city)
Licence	Transport for London (TfL)
Available	iOS and Android
Company	RIDEZIPO LTD, trading as Zipo
Web / social	ridezipo.com · @ridezipo
Media	Gabriela Barrios, marketing@ridezipo.com

*Competitor fares vary by route and time of day.

Story angles

Beat	Angle	Hook
Consumer / money	Rides up to 60% cheaper, with no surge	Heathrow for £40, where other apps charge around £70*
London / lifestyle	A fare that doesn't multiply when it rains	Wet Fridays, tube strikes, the last song of a gig
Tech / startups	A ride-hailing app that doesn't take a cut	Subscription instead of commission; £79.99 a month flat
Transport / drivers	A flat subscription instead of a cut per fare	Zipo charges £79.99 a month and takes no commission; most platforms take a percentage of each fare

*Competitor fares vary by route and time of day.

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