

《Didi launches new bilingual ride-hailing services promoting》

Chinese ride hailing company Didi Chuxing has announced the launch of bilingual functions on its app in Beijing, Shanghai and Guangzhou to serve foreigners as part of the company's globalization strategy.

As of Monday, May 8, 2017, users in the three cities have access to an English language interface upon installing or upgrading to the latest version of the Didi app. The app also enables real-time, in-app instant text messaging translation between English and Chinese for the three major ride-hailing services on Didi's platform.

The updated Didi app also supports payments via major international credit cards. Users can sign up with mobile numbers registered in 12 countries and regions, including the Chinese mainland, Australia, Brazil, Canada, France, Hong Kong, Japan, South Korea, Taiwan, Thailand, the United Kingdom and the United States.

