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ABSTRACT OF THE DISCLOSURE

A control center calculates boarding ratio based on operating state information ('out-of-service,' 'empty,' 'pickup,' and 'serving') that is received from taxis. It then determines whether the boarding ratio is less than a predetermined ratio. If the boarding ratio is less than the predetermined ratio, the control center notifies discount information for starting of discount operation where a taxi fare is reduced from a normal fare, to the taxis, a taxi stand, and a website on the internet. Notification of the discount information to general public enhances intension that the general public would like to take the taxis. The taxi company and taxi driver can thus expect increase of taxi customers.

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