

LONDON TAXI GIVES TV FIRM THE STAR TREATMENT

A television and film company in the Far East has bought a new London taxi to ferry around cast and crew members in style. Bigfoot Entertainment wanted to turn heads around its Philippines base to boost its image and thought a purpose-built cab would be a novel way of doing just that. The gold specification black cab will advertise its International Academy of Film and Television while negotiating the streets of Cebu.

The taxi was shipped in May, which was a bumper export month for LTI. As well as sending a vehicle to the Philippines, one taxi is going to Paris, France, two to Milan, Italy, and two to Angola. The grey TX4 for Paris is a replacement for an existing customer there who wants to update an older model. Two gold specification black taxis are going to a private buyer in Milan through the local Lamborghini dealer. The two into Angola are private sales following hot on the heels of two previous taxis which have been sold into the region in the last few months. The deals in France, Italy, Angola and Philippines are worth around £200,000 to LTI Vehicles.

Nigel Walters, Overseas Operations Co-ordinator for the company, said: "Our taxis are famous the world over, instantly recognisable as a British icon. We already have got cabs in all corners of the globe but new export orders for the TX4 are really booming.

"Since its launch, interest has grown month on month. Existing customers are updating their models and new enquiries are coming in from far and wide. We are delighted with the success and have increased production at our factory to cope with demand."

TOWNSEND TALK IN ROMFORD

by Alf Townsend

My paperback "The London Cabbie" is selling very well since it was released some eight weeks ago, in fact it has sold half of the print run of 4,000 copies. And for some unknown reason it has been flying off the shelves at Waterstones of Romford. The interest has been so great that I have been invited to give a talk on Thursday, 6th September at 6.30pm. So if you fancy heckling - or throwing objects at me, why not come along! I would love to see some old faces.

DAC HOUSE GETS ITS SIGNAGE

When Dial-a-Cab moved to their new premises, Brian Rice, Chairman of DAC, was looking for suggestions on the naming of the new building. Call Sign, the in house magazine of the radio circuit, even ran a competition to get suggestions for names for the new building. Although there were numerous suggestions, the building has now been named Dial-a-Cab House. New signage has been put on the building in East Road N1. Brian Rice said: When we ran the competition, we were hoping someone would come up with a wonderful new name that no-one else had thought of. But it was not to be – Dial-a-Cab House was chosen because it is so good for identification of our circuit. We have now been in the new building for over two months and are all enjoying a better working environment than our old premises. Dial-a-Cab House says it all!"

Alan Fisher, editor of Call Sign, told Taxi Globe: "We were delighted to receive so many entries to name the new building, but at the end of the day it now has a name which describes it perfectly and our clients can see our logo on the building as well as our members' cabs. It's all about corporate identity and recognisability of the DAC logo for our clients."



RATTLEBUSTER LOCATES THOSE ANNOYING NOISES

A survey commissioned by the makers of Rattlebuster, a revolutionary new car tool designed to pinpoint annoying interior car noises, found that 60% of the motorists questioned have heard sounds emanating from their cars, and a vast majority said they found it irritating or more worryingly, distracting.

Most (80 per cent) of the drivers who took their car to the garage or dealer to fix the problem found mechanics had difficulty locating the noise and nearly 70 per cent had to part with their hard-earned cash for the consultation. A number of common factors can cause the noises, such as plastic panels expanding in the heat of the sun and rubbing against other car trim, loose fittings in the interior and badly-fitted after-market accessories such as phone kits are common offenders.

RattleBuster is an audio CD comprised of five Power-Tones (each four minutes in length) developed in a professional studio and comes with an easy to follow instruction manual. Each tone mimics a different type of road

vibration and is played in a stationary car with its engine off, avoiding the traditional "Drive and try to stay alive" approach. The driver is then free to move around the vehicle enabling them to listen for and pinpoint the rattle, vibration or dashboard buzz. By altering the exact amount of vibration generated, using the bass, volume and fade controls on the CD player, the vibration can be induced and located. Stuart Wright, Director, RattleBuster said: "Not only are car noises aggravating but they can be difficult to locate, even by professionals.

"Rattlebuster allows drivers to find the source of the problem before they take it to a professional to be fixed, thus avoiding the expensive hourly rates charged by garages today."

For more information log on at www.rattlebuster.com

