

MIKA'S SAFE DRIVING MESSAGE

Double-world Formula One racing champion Mika Hakkinen has slipped behind the wheel of a London taxi to launch an innovative free cab scheme aimed at putting the brakes on drink-driving.



Mika is Global Responsible Drinking Ambassador for Johnnie Walker and helped launch the initiative with the slogan: "Winners always stay in control - don't drink and drive." It was launched in Monaco where eight specially-liveried black cabs, from LTI Vehicles, were offering free journeys home for revellers on a Saturday night. "My experience as a racing driver has taught me a lot about being in control," said Mika. "I believe that I have a responsibility as a high-profile driver to help address the hugely important issue of drinking responsibly and never drink-driving."

Johnnie Walker is a partner of Vodafone McLaren Mercedes. As part of his role as Global Responsible Drinking Ambassador, Mika Hakkinen is helping to promote an anti-drink-driving message to the large audience of Formula One race fans around the world. "Figures for people convicted of alcohol-related driving offences are at a ten-year high in England and Wales. Almost a quarter of offenders and victims of drink-driving in London are aged between 17 and 24 so it is more important than ever to ram home the message that if you are going out, you should plan your journey home," said Matthew Cheyne, Marketing and Sales Director for LTI Vehicles. "A London taxi is the obvious choice. We are delighted to have been able to help launch this important campaign."



MORE MONEY TO BE SPENT ON BUSES

Congestion Charging began four years ago in Central London. The scheme generated provisional net revenues of £123m in 2006/07, which will be spent on further improvements to transport across London, particularly bus services. The Fifth Annual Impacts Monitoring Report shows CC has maintained reduced levels of traffic in central London. In addition, it has cut congestion in the western extension by up to 25%. Before charging began, some 334,000 vehicles entered the original zone each day. In 2006, around 70,000 fewer vehicles entered the same area each day. The western extension to the Congestion Charge scheme was introduced on February 19, 2007. Over the first three months of operation, traffic in the western extension zone is typically down by 10% to 15% on equivalent levels in 2006. This is in line with Transport for London predictions. The first comprehensive survey of congestion in the western extension indicates that congestion has been reduced by between 20 and 25 per cent against comparable values in 2005 and 2006.

Traffic on the free passage route running between the original and extended zones (Edgware Road to Vauxhall Bridge via Park Lane) is effectively unchanged by the extension, while the extension's boundary route has seen some small increases of up to 5 per cent, as anticipated by Transport for London. Initial monitoring of the original charging zone suggests that congestion levels have not been affected as a result of the introduction of the western extension.

As reported in February 2007, congestion levels in central London are being adversely affected by an increase in road works, notably by utility companies, which reduce the capacity of the road network. The impact of Congestion Charging therefore needs to be viewed in this context. The reduced traffic levels mean that, when compared to conditions without the scheme, Congestion Charging is continuing to deliver congestion relief that is broadly in line with the 30 per cent reduction achieved in the first year of operation.

The continued comparison with 2002 levels is misleading. Nevertheless, carrying this comparison through, congestion was 8 per cent lower in 2006 and traffic is down 21 per cent. Mayor Ken Livingstone said: "Congestion Charging has meant that the number of cars entering the central area has been cut by some 70,000 vehicles a day. Put simply it has prevented London from grinding to a halt. The charge has meant real reductions in traffic emissions, reduced CO2 emissions, and enhanced safety for pedestrians and cyclists, and has also provided vital funds that have been reinvested in the Capital's transport network.

"This report shows that, despite the predictions of its opponents, the western extension of the charging zone has been a clear success. Now cities across the world are looking to London as an example in recognition of the fact that ours is the only major city in the world to have achieved a shift from the private car to public transport."

TAXIHEAVEN.COM MAKING ADVERTISING TRULY MOBILE



Wap technology is the latest trend for the truly mobile internet. Taxiheaven.com is a free to access Taxi directory from all Wap enabled mobile phones. With Taxiheaven.com customers can access taxi contact details quickly and where ever they want. Taxiheaven.com is also on the internet with its very simple to use and smart looking site ...customers come back again and again whenever they need a taxi or airport transfer.

Taxiheaven.com is the ONLY directory that checks the licences all the companies that register with them.