

IN-CAB ENTERTAINMENT FROM BLAUPUNKT

TX4 in-cab entertainment systems are supplied by Blaupunkt. Belonging to the Bosch Group, Blaupunkt is an internationally leading manufacturer of driver information systems, car radios, car speakers and vehicle antennas. The TX4s are supplied with a choice of three Blaupunkt systems which provide TX4 drivers with exceptional sound quality and the flexibility to connect external MP3 players, as well as the safety of hands-free Bluetooth connectivity for mobile phones. Drivers can also connect their phones via Bluetooth to the car radio speakers, ensuring they comply with mobile phone driving laws. The optional iPod connection also allows the driver to use an iPod 'hands-free', using the radio control to select tracks and adjust volume, while charging the iPod at the same time. The inclusion of DAB in the Gold option also provides an outstanding selection of radio stations, including access to local stations nationwide,



with crystal clear, interference-free sound.

Martin Wheatley, LTI purchasing and SQD manager commented: "The TX4 continues a heritage of iconic vehicles that stretches back over 60 years. As the most advanced purpose-built taxi in the world, we wanted a partner who could provide us with entertainment systems of a quality and functionality that would fully complement our vehicles. We felt that Blaupunkt's distinguished heritage and reputation for quality and reliability - as well as the advanced level of technology and style of its chosen products - matched those requirements perfectly."

Dip Powell, national sales manager, Blaupunkt Aftermarket Products, added, "LTI and Blaupunkt make a great partnership, as both companies are always looking to improve their products, provide innovation and the latest technologies for their customers."

FIRST DIRECT CUSTOMERS HAIL FREE JOURNEYS

In a new campaign which started on 22nd October at 6am and ran until midnight on Sunday 28th October customers of first direct could hail a free black cab, 24 hours a day, to any London destination in Zones 1 and 2. The cabs are part of a campaign by Ubiquitous. All customers needed to do was flag one of the 30 black cabs displaying first direct branding and show the driver their distinctive black bank card.

The free customer cabs are part of a wider campaign using first direct branded cabs which will run around the capital for 8 weeks from 15th October. Mark Mullen, Head of Marketing at first direct said; "We have many customers who either live in the centre of London or commute daily into the City. We like to treat our customers in unique and special ways and when they would be least expecting it.

"This campaign has all the hallmarks of something you wouldn't expect from a bank, and we're delighted to be treating our customers, especially in the month that's sees us celebrate our 18th birthday."

Ubiquitous Managing Director, Andrew Barnett said; "At Ubiquitous we are determined to create more than just a branded taxi, working with First Direct we have created a much more experiential campaign, not forgetting

our unique relationship with our very own brand ambassadors the cabbies, who make the whole campaign possible."



ANNUAL GENERAL MEETING

The Annual General Meeting of the London Taxidriers' Fund for Underprivileged Children will be held on Tuesday 4 December 2007 at 7.30pm at the New Park Day Centre, 19 Highbury New Park, Highbury, N5.

There is parking at the Centre and refreshments will be available
All drivers are most welcome to attend.

TAXI PROMOTIONS UK LAUNCHES NEW TAXI ADVERTISING FITTING BAY

Taxi Promotions UK has launched a brand new taxi advertising fitting bay in the centre of London, at Dunbridge Street, EC2, to join its Golders Green and Heathrow operations.

The bays are state-of-the-art taxi advertising fitting workshops and offer skilled fitters with cutting-edge facilities, a sanctuary for busy drivers including daily change floats, hot and cold refreshments, free taxi receipt pads, a clean driver lounge and taxi wash. Taxi drivers are offered great rates and are paid upfront to host taxi advertising campaigns. For travel advertising "Ambassador Drivers" can get all expenses paid trips to destinations across the world.

Asher Moses, managing director, Taxi Promotions UK, said: "Applying or changing advertising graphics has never been easier, quicker or more convenient."

CAN YOU HELP?

Dear Editor

On Saturday 12th October at about 3.30 p.m. I was taken by taxi from Charing Cross to Victoria Coach Station. I went into the coach station leaving my haversack in the taxi. Shortly after, the taxi driver found it and immediately returned to the coach station to look for me but was told that the coach for Exeter had already left so he returned to his cab. Luckily my mobile phone was in my haversack so when I got home I sent a message to my own mobile asking the finder to, at least, let me have the memory card from my little digital camera, which had some very important photos (to me) in it. At about 9.30 p.m. I was called by the taxi driver to be told that he had my haversack - which was great news. We agreed that I would send the driver a box, wrapping paper and money for postage and reward. I wrote down his name, address and telephone number but - and here I have doubled my stupidity - I have lost the critical piece of paper and have turned the house upside down looking for it. All I can remember is that the driver's name was ROBINSON, that he was probably Afro Caribbean and lived in SURREY. I would be most grateful if you could help me to trace this kind person or alternatively ask him to call me yet again. My telephone number is 01395-265575.

Yours in hope, David Goddard.