

BUY NOW PAY 2009 TX4 OFFER TO IMPROVE EMISSIONS

M&O London is offering all Fairway and Metrocab owner-drivers an exceptional part exchange offer. Based on today's typical value of only £300 for an M-reg or older currently PCO licensed Fairway or Metrocab, M&O London is offering drivers up to ten times that amount in part exchange for a new 08-registered TX4. For a limited time only, drivers taking up this offer can expect to receive a huge £3,000 in part exchange together with an unprecedented buy-now-pay-2009 deal. M&O plan to scrap and have crushed all the old Fairways and Metrocabs they take in under this amazing deal.

Peter Rigden, General Manager at M&O London said: "This strong offer gives London's licensed taxi owner-drivers the opportunity to invest in a new, cleaner vehicle. Not only will they significantly reduce their emissions by exchanging their old Fairway or Metrocab for a new TX4, but they will be helping to provide London with an improved taxi service fit for the 21st century. Thanks to this incentive, a first for M&O London, owning a TX4 has never been so affordable and with nothing to pay until 2009 we're expecting a huge uptake."

Purpose-built to the highest possible standards, the TX4's robust and Euro IV emissions compliant design is enhanced further with a number of added driver and passenger comfort features. M&O London is located at 39-41 Brewery Road, London N7 and operates the biggest new and used taxi sales showroom in the UK.

HEATHROW EXPRESS'S TAXI PARTNERSHIP HUGE SUCCESS

Millions of people depart more quickly during morning peak hours, at a reduced fare, to central London destinations, thanks to the strong and successful taxi share scheme operated by Heathrow Express and the Licensed Taxi Drivers Association. To celebrate the success of the scheme, which since late 1998 has seen over 668,000 travellers sharing a taxi Heathrow Express and London Paddington has extended their taxi advertising 'Amazing, isn't it?' campaign to raise further awareness. Kyle Haughton, sales and marketing director at Airport Express Alliance which represents Heathrow Express, said: "To work with the Licensed Taxi Drivers Association is incredibly exciting as taxis are such a fun and effective medium to advertise on and they provide an opportunity for us to target our core audience from both side of the streets. Heathrow Express's relationships with the taxis has grown from strength to strength over the last few years in particular through our taxi share scheme, which has seen 40-75% people depart more quickly, at a reduced fare, to central London destinations." He added: "The taxi share scheme operates from Paddington Station between 08h30 and 10h30 Monday to Friday (peak hours). Fares are fixed in advance by zone and are usually cheaper than if you travel alone – based on four people sharing – offering the best transport solution for our customers."



From left to right: Laura Fernandez, Customer Service Representative for Heathrow Express and Kyle Haughton, Sales and Marketing Director for Airport Express.

NEW APPOINTMENTS AT M&O

Nik Muge has been appointed as the new General Service Manager at M&O in Brewery Road. Nik, aged 36, brings with him over 20 years experience in the automotive industry having previously worked in the service and bodyshop operation for Volkswagen as Aftersales Manager. Along with his wife Jane, Nik spends most of his spare time looking after their three children aged 9, 8 and 6.

"I am delighted to be given the opportunity to lead the service team at M&O," commented Nik on his new role. "The taxi trade is a great industry with so many highly professional and hard working drivers dedicated to their trade. I'm especially looking forward to working on the redefined, next generation TX4. It's a superb iconic vehicle that is instantly recognisable the world over."

Peter Rigden, General Manager at M&O London said: "Nik is a skilled professional whose challenge will be to significantly improve our customer focus by bringing in a lot of 21st century practices to M&O. His experience and understanding of today's service marketplace means he is the perfect appointment to develop our business going forward."

Many taxi drivers will know Mike Saunders at M&O. He now takes up the role of Dealer Relations Manager for M&O. Mike will be focussed upon the building and strengthening of business relationships with legislative bodies, major M&O London customers, external suppliers, sub-contractors and service dealers.

For more information about M&O London call 020 7700 0888 or visit www.mannandoverton.com.



Nik Muge



Mike Saunders wearing another hat on The Magical Taxi Tour