

BERNIE'S JOURNEY



M&O London recently helped marathon man and Lloyds TSB employee Bernie Hollywood as he ran 35 marathons in 22 days raising funds and awareness for Barnardo's. M&O lent Bernie a TX4 as a support vehicle which was fully branded with the Lloyds TSB "for the journey" livery. The taxi drove in front of Bernie on his journey. Peter Rigden, General Manager at M&O London said: "Our congratulations go to Bernie on completing this amazing feat of 35 marathons in 22 days. M&O London were delighted to be able to support him with a TX4 throughout his journey, raising funds for such a worthy cause."

Lloyds TSB staff voted to make Barnardo's their chosen charity of the year for 2007/08. Bernie, a Business Development Manager at Lloyds TSB, started out on his epic journey at 5am on March 22nd. He ran 926.2 miles, from John O'Groats to Land's End, in just 22 days, crowning this epic journey by running the 2008 Flora London Marathon on Sunday 13 April with the 13 runners of the Lloyds TSB London Marathon team. As he completed his

latest journey he overcame various obstacles. At the beginning of the journey, the Easter weekend saw snow and high winds in Scotland, then he was bitten on the bottom by a dog, not to mention an interesting assortment of blisters on his feet too! Along the route many well wishers turned out to wish him all the best on his journey.

Support for Bernie also came from Volkswagen, who lent Bernie a VW California campervan which he and two of his team used as accommodation for the entire trip. Also supporting the event was JourneyPay, supplying terminals for the journey which meant anyone wanting to donate to the cause when they saw Bernie could do so instantly. The terminals work over GPRS and so were always connected for instant authorisation and payment capture.... wherever Bernie had reached in his journey. Barry Davis, Chief Executive of JourneyPay said: 'JourneyPay are honoured to have been given the opportunity to be part of such a worthy cause. We at JourneyPay remain committed to supporting events that add value to our community and assist with providing the tools to enable those in special circumstances and those who have special needs to achieve their aspirations and independence'.



LUXURY CARS AND LIMOS ON SHOW

Drive '08 was held at Farnborough FIVE last month. The show was aimed at the chauffeur and executive private hire end of the market and as well as having many different vehicles on show, vehicles were also available for test drives. Many services took stands, including names known to London's taxi trade such as JourneyPay with their payment terminals. The services on offer included insurance, finance, software, parts and advice. For the first time, government agencies VOSA and the Public Carriage Office were both on hand to offer advice to those thinking of entering the business and those already working within it.

Max Clifford, the famous publicist, arrived at the show in a top-of-the-range Lexus LS600h L before he walked around the show floor and met visitors and exhibitors on behalf of the charity he runs, the CHASE Children's Hospice. He then officially opened the show. Some taxi drivers will remember Raymond Allen from the days when he had a taxi fleet. He is now working for Lexus Cars. He said: "One area that all chauffeurs were impressed with was the experience of driving hybrid cars. Feedback was

given, with unbelievable regularity, on how extraordinarily quiet the cars were, that they were far more powerful than expected, and what a pleasure they were to drive."

Although this show is not aimed at London's taxi drivers, it did give a good insight to the vehicles that are available to the private hire market. Some such as the top end Lexus models are more expensive than a taxi, whilst others are on more of a level price wise. As the corporate market is looking to ensure they get the best deals and best value for money for their ground transportation it was an interesting show to attend. Korean manufacturer, SsangYong, had their people-carrier the new Rodius on show – this vehicle is practical for private hire purposes – especially with its unique 250,000 mile warranty. Stretch limos, including those by manufacturers such as Krystal, were in abundance too; some of these vehicles are so long it is probably unlikely that they will be used in city centres but the novelty value continues to attract a lot of customers to the stretch limos and their operators.



Max Clifford looks around at the show

