

## RICOH ARENA PLAYS HOST TO PRIVATE HIRE AND TAXI SHOW

Liza Lipsom and her team at PHM work extremely hard each year to stage the Private and Hire and Taxi Exhibition. This year's Show was a well attended event – despite dreadful weather on the first day. Held at the RICOH Arena, not only did the Show appeal to both hackney carriage and private hire drivers, many of them had brought their families along to make a fun filled day out. A large bouncy castle and face painting were just some of the attractions for the children; free parking and free entry for those who had pre-registered made it a must see event for the adults. The stilt walking showgirls who first made an appearance at last year's show were once again in the Arena, along with clowns and other entertainers amusing visitors as they walked around the busy venue.



As well as many different data despatch systems which are important to those outside of London's taxi trade, other exhibitors included sponsors of the show, Swinton Taxi Division. In a promotion Swinton have been running recently, taxi drivers displaying a Mystery Tipper sticker have been winning £1000 and two lucky visitors to the Show each day were announced as having been "spotted" in the car park and so went home £1000 richer.

Over 100 exhibitors had stands at this exhibition. Meters, sat nav systems, finance facilitators, card payment suppliers, breakdown assistance

suppliers and insurance companies were in the central part of the hall, while many different vehicles were on display throughout the venue, including Cab Direct with their E7, Jubilee Automotive with their range of taxi and executive private hire vehicles and Patons Taxiworld with the TW200. It is always interesting to see the latest innovations in terms of both vehicles and equipment on offer. With numerous reports in the media lately of attacks on taxi drivers, camera systems were attracting a lot of attention. There are a number of different systems available on the market today and sadly as the attacks have become more common undoubtedly more drivers will be considering buying these systems. Although take up on the systems has been slow so far, it is on the increase.



## CELEBRATIONS IN CHINA

As LTI Vehicles began celebrating their 60th Anniversary at the PHM Show in Coventry, their partners at Geely, also referred to as Shanghai LTI were celebrating the first body in white offline at their manufacturing plant.

Mr. Yang Jian, President of Geely Holdings and all the other leaders from Shanghai Maple Manufacturing Base attended the celebration and witnessed this exciting moment.

Body in White, or BIW, is the term used to describe the stage in automotive design or automobile manufacturing in which the car body sheet metal (including doors, bonnets etc.) has been assembled or designed, but before the components such as the chassis or engine motor and trim including windshields, seats, upholstery, electronics, etc.) have been added. Although it is referred to as white, the colour is actually grey. This is because in the past cars used to be made as just a frame; wooden bodies had metal sheets bolted on. These were then painted white, before to being painted to the customer's chosen colour.

