

RBS 'TAP AND GO' PAYMENTS FOR TAXIS

The Royal Bank of Scotland Group has launched the first pilot of a 'Contactless' debit and credit card payment service for taxis in the UK. RBS research shows nearly half of Londoners would take more taxi journeys if they could just 'tap and go', with 42% saying they would pay by card if they had no cash on them. RBS, who were the first to launch Contactless payment technology in the UK, are piloting Contactless card acceptance, in association with MasterCard PayPass, in 25 London based Xeta taxis as part of the Contactless London Launch programme, with plans to extend the service to its whole fleet if demand meets expectations.



Tennis star Andy Murray in the first contactless enabled Xeta cab when he tried out the system just before Wimbledon

Contactless payments are already established in major cities around the world. In the UK, demand is expected to continue to increase as more customers are issued with Contactless enabled cards. Ron Kalifa, Managing Director at The Royal Bank of Scotland said 'With Contactless, customers will appreciate the convenience and speed of the card as well as the freedom from worrying about whether they have enough money for their taxi fare. Drivers will benefit too because payment is fast and there is potential to attract more customers who do not have cash available or would not normally take a taxi for 'lower fare' journeys'.

XETA TAXIS TRIAL NEW TECHNOLOGY MEETING CUSTOMER DEMAND

The technology for the pilot has been developed in partnership with Commidea one of the UK's leading developers and provider of card processing systems. Geoffrey Riesel Chairman and CEO of Radio Taxis Group, which includes Xeta Taxis, says: 'We want to offer our customers the ultimate flexibility in the way they pay for their taxi journey. We know our customers already enjoy the benefits of paying by debit or credit card and this partnership with RBS Contactless now provides the customer with even greater choice.'

Customers wishing to pay using Contactless will simply hold their Contactless-enabled debit or credit card up to a secure reader fitted in the cab to make their payment. The Contactless solution can be used to accept fares of £10 or less meaning customers no longer have to hunt for cash or change for shorter journeys across London. Contactless cards can be used for fares above £10; however the transactions will be processed in the same way as traditional cards.



John Bushby, General Manager, MasterCard Northern Europe, said: 'Last year, MasterCard introduced the first ever Tap & Go payments in New York's iconic yellow cabs. By working with RBS on this new pilot in London, we're making life easier for busy consumers in another one of the world's fastest-paced cities.'

Contactless payment is the latest innovation on offer from RBS to help the taxi trade meet consumer demand to pay by card. A recent survey revealed that 77% of taxi drivers said accepting card payments helped them meet customer demand, with 78% agreeing card payments made customer payment easier and faster. RBS Contactless is the fastest way to pay for items costing £10 or less. Customers can simply upgrade their credit or debit card, providing a payment method which requires no cash, no PIN, no signature, and more importantly no wait. RBS Contactless payment technology is currently being rolled out across retailers in London travel Zones 1 and 2. Contactless was introduced on many payment cards last autumn and will be gradually rolled out nationally.

FOLLOW THAT CAB!

London Transport Museum in Covent Garden is holding two events to celebrate London's taxi drivers on Friday 18 July and Friday 1 August 2008. The public will get the chance to attend the public film premiere of BBC Arena's 'Cab Driver' and a quiz night with a difference in London Transport Museum's galleries.

The BBC Arena documentary film eavesdrops in the cabbies' shelter in Russell Square and explores the stories of five cabbies, whose experience spans 70 years on the unforgiving streets of the capital. There will be a question and answer session with director Zimena Percival and star of the documentary, Len Fox, after the film. Admission is £7.50 and tickets include free entry to the Museum galleries from 17.00. Tickets should be pre-booked on 020 7565 7298.

On 1st August the Quiz Night called The Knowledge will take place from 18.45 to 20.15. Derek O'Reilly, from the Knowledge Point School, will lead the event



with Four sets of six questions with the themes of Curiosities and history, Famous Londoners, Capital Culture and City routes will keep you on your toes. Admission is free, although visitors will need to purchase a Museum ticket.



A specially created taxi cocktail – the Where2Guv? – will be available in the Museum's stylish Upper Deck café bar.

On Saturday 26 July 2008 at 9:00pm, BBC4 will be screening the documentary as part of the BBC 4 'Cab Night' which begins at 7:00pm and will also feature The Knowledge (1979), Mastermind (1980) and Modern Times: Streetwise (1996).

Ed Thompson, Taxi & Private Hire Director at the PCO, said: "I'm sure it will be of interest to all of us who are or have been connected with London's illustrious and historic cab trade. Remember to record it if you are working that night!"

