

ORDER YOUR NEW TX4 THROUGH NORTHWEST TAXIS

Northwest Taxi Engineering, known to many drivers as Northwest Taxis, is based in Cumberland Road, Stanmore. The well equipped garage is run by partners Paula Southon and Lee Walden. Paula met Lee when she was working as a parts delivery driver and his was one of the garages she delivered to. When they established North West Taxis six years ago, it was their intention to establish a garage that could be proud of its reputation for serving the taxi trade and they have certainly achieved this.



The garage is an approved LTI Service Agent and offers a full range of services to the taxi trade. In the early days, Paula was often found driving taxis to the PCO yard at Penton Street for their inspections. Everyone at

Northwest Taxis understands the importance of keeping taxis working and down time to a minimum so drivers can keep earning. The personal touch is still an important part of the way Northwest Taxis operates. In addition to servicing, overhauls and repairs, the garage offers a Super Tracker geometry machine service for tracking. This machine is the piece of equipment needed to ensure taxis meet the 25 foot turning circle and is a similar machine to that used at the LTI factory in Coventry.



The garage is now introducing a new service. Experience shows that the smoke test is one of the reasons that cabs fail their licensing inspection and so they have invested in a smoke machine. The garage also offers a Du Pont paint mixing machine. Today's water based paints need different handling to the older types of paints and this is the latest state of the art machine. Drivers who need any bodywork repairs can leave their taxi with Northwest and have complete peace of mind that the work will be carried out efficiently and at a competitive price. All insurance work is also carried out.

With its reputation for quality used taxis for sale, those who have bought taxis at Northwest Taxis know that they will get a personal service. Now Paula and Lee are pleased to be able to tell their customers both old and new that they can offer them the facility to be able to order a TX4 through them. The team at Northwest have teamed up with M&O London to offer this new service. You can contact Northwest Taxis on 0208 206 0006.

REFURBISHED TAXI RANK OPENS AT EUSTON STATION

After several weeks of work, the cab rank at Euston Station has re-opened and the Taxi Globe distribution bins are back. Drivers can once again pick up a copy of the latest issue when using this rank.

Since the work has been completed a new taxi sharing scheme has become operational. Network Rail is running the scheme, which is jointly funded with Virgin trains. Similar to the scheme which has been successful at Paddington, the Euston scheme operates from 8am to 10am each weekday

morning. Central London is divided into fixed price zones, as it has been at Paddington and so passengers are able to get a taxi at a lower cost than an exclusive taxi and also benefit from less queuing. Richard Massett, LTDA Executive Chairman, London Cab Ranks Committee, said: "The return for the drivers is considerably more than for an individual hiring. The idea behind the scheme is to reduce queue lengths which discourage many people from using taxis."

GET A CABBY'S FRIEND

The trade is well aware by now that there counterfeit bank notes in circulation, the problem is real, the Bank of England reported 276,000 counterfeit £20 notes were taken out of circulation in 2007. As most retailers have good lighting and office based devices to detect these, an easier target for fraudsters is to pass to someone who will readily take cash, and has limited abilities to detect a bad note, especially in a cab, and in the dark!

So taxi drivers are soft targets. It's bad news, taking a bad £20 note in real terms can cost up to £60! three times as much as the value of the bad note, if one adds up the cost of wasted fuel, the good change given back, the waste of time etc.

Coincidentally Cab Aid and Mann & Overton recently were looking for something different to promote their services, we wanted to offer a promotional gift that went beyond air fresheners, etc. Something that was

ultimately worth more to a cab driver than the value of the item.

Simple, the answer was mobile counterfeit note detection, a simple, robust product called the Cabby's Friend. It is a small device plugs into a vehicle's cigarette lighter/power socket giving a special light that shows up potential forged bank notes, credit cards etc in blue.

So for August 2008 Cab Aid and Mann & Overton are jointly offering a free Cabby's Friend to the first 1000 LTI taxi owners calling in at Mann & Overton's Brewery Road Service Department.



Shown left: Garry Holman Cab Aid's Sales Manager handing a Cabby's Friend to Nick Muge Mann & Overton's General Service Manager