

**TAXI**  
**GLOBE**



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## TRANSFORMING TOTTENHAM COURT ROAD

An exhibition is being held to show the transport improvements taking place at Tottenham Court Road and the surrounding area. Initial works are already underway, with the main works are scheduled to begin in 2009. Improvements include a new Tube station and a new Crossrail station, as well as better facilities for pedestrians, cyclists, bus passengers and other road users.

Staff will be on hand at the exhibition to answer any questions you may have about the changes.

You can see the exhibition until Saturday 9th August at New London Architecture  
26 Store Street, London WC1E 7BT.

Opening days and times are:  
Mondays and Tuesdays - 9am to 7pm  
Wednesdays, Thursdays and Fridays - 9am to 5pm  
Saturdays (2, 9 August) - 10am to 1.30pm

If you cannot attend, the information will be on the TfL website at [tfl.gov.uk/tcr](http://tfl.gov.uk/tcr) from the end of July.

## NO RELIEF FROM HIGH FUEL COSTS YET

London taxi fares to increase if fuel prices reach 154p per litre. Diesel costs have a major impact to London's taxi trade. In recent months the costs have spiralled, rising 27% since TfL decided on the 2008 taxi tariff. The trade was looking to TfL for some help in meeting the extra costs. But TfL Board has decided, following consultation with organisations representing London's travelling public, businesses and the taxi industry, that an extra 50p per trip can only be applied if diesel hits £1.54p per litre between now and February 2009.

So if fuel prices don't hit the 154p per litre mark according to the Arval index before February 2009, the increased cost of fuel over the course of 2008 will remain a financial burden to taxi drivers. However TfL say that this will be reflected in the April 2009 fares

revision. Jeroen Weimar, Chief Operating Officer of TfL's Surface Transport, said: "Black cabs are an invaluable part of London's transport network, and over 250,000 people use them every day. We recognise the burden that fuel price increases have had on taxi drivers this year. Fuel makes up about 10% of the costs of running a taxi and unlike many other trades, taxi drivers cannot put prices up to reflect increased costs. Passengers can rest assured, however, that any increase in fares as a result of this decision will be taken into account when TfL sets taxi tariffs in April 2009."

The additional 50p charge, if introduced, will be added to the meter by the driver at the start of each trip. It will be authorised by a sticker in the taxi stating that the supplement has been introduced by TfL as a result of the high cost of fuel.

## 'MOVING IMAGE' CAB ADVERTISING FOR THE OLYMPIC GAMES

A new 'moving image' advertising campaign is on the side of London taxi cabs. Using 'motion lenticular technology', never before used on the exterior of a taxi cab, GE (General Electric), a Worldwide Olympic Partner, has launched the campaign, which will run until February 2009. 300 of Taxi Media's London cabs feature two creative executions – one which depicts an Olympic hurdler, the other a cyclist. As a result of the printing technology used, as the cab moves along the streets, the images appear to be animated. A lenticular image



is made up of at least two existing images to create various frames of animation for a motion effect. The images are visible when the print is viewed from different angles. Therefore in the case of the GE taxi cab advertisements, the cyclist or hurdler will appear to be moving as the cab passes by.

Comments Matthias Hanssen, GE's International Director, Brand, Advertising & Olympic Marketing: "At GE we have been using the advertising medium of London taxi cabs for a number of years. It has been an excellent way to generate visibility for our brand among all sections of the community, but particularly business people. Now, as all attention focuses on the Beijing Olympics, it is the perfect time to highlight our Olympic Games commitment, particularly as people begin to think about London and planning for 2012.

"GE technology innovations underpin much of the infrastructure integral to the successful staging of the Games. So, it is fitting that we adopt a ground breaking approach with our advertising through this interesting creative."



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