

## LONDON'S WORLD CLASS TAXI SERVICE

As LTI Vehicles took part in the Regent Street Festival, which was themed as Quintessentially British, over in Shanghai the new venture with Geely is underway, gearing up for full-scale production of cabs. News reports in Shanghai say that the taxis are as British as bowler hats and that is the image that cities such as Singapore, Dubai and Moscow love. Although the vehicle itself is regarded as an icon, it is also the knowledgeable drivers that make other cities want to emulate London's world class taxi service.

### LORD JONES HAILS LONDON TAXI IN CHINA

Trade Minister, Lord Jones of Birmingham, has been travelling around China and the city of Beijing while heading a UK trade delegation to Beijing during the Olympics. The taxi was used to promote the deal signed earlier this year with Chinese manufacturer Geely. A spokesman for UK Trade & Investment said: "The



John Russell- left- alongside Lord Jones

London Taxi has obvious practical benefits in that it is accessible for all. This deal is an example of the opportunities available in China."

John Russell, Chief Executive of LTI's parent company Manganese Bronze, said: "Advance interest for the international variant of the TX4 is exceeding our expectations. These are exciting times for the company as our joint venture looks set to take our vehicles to a wider audience than ever before.

"The London Taxi offers businesses and their passengers a professional form of transport that is designed to offer unrivalled levels of comfort, safety and accessibility. We're delighted that Lord Jones chose the London Taxi to not only promote our deal with Geely but also to represent London by travelling in an internationally recognised symbol of the 2012 Olympic city."

### CABS READY FOR PARALYMPICS

Since initial enquiries for the London Taxi were made by customers, signed Memorandums of Understanding for over 6,000 vehicles have been

made, with the vehicles to be delivered in the next three years. Before full-scale production gets under way, 50 cabs will be distributed to taxi firms in Beijing for use at the Paralympics. The first ten cabs were delivered to taxi companies in Beijing and the Paralympic Organising Committee at a ceremony attended by the Mayor of Beijing, Guo Jinlong in June.



Boris Johnson

Think London used a taxi as a mobile media and promotional tool during the Olympics and the world famous vehicle transported VIP guests from around the world to special events hosted by the British Government as well as promoting direct investment into the capital.

### BRITISH ICON

Paul Stowe is overseeing the joint venture between Manganese Bronze Holdings PLC, owner of LTI, and Geely Group Holdings, one of China's biggest independent automakers. Trial production of the TX4, equipped with 2.4-litre Mitsubishi engine, began in early September at Geely's sprawling Shanghai Maple factory in the scenic canal town of Fengjing. The plant will start mass production by mid-December. At the Coventry factory, "Building a British Icon" is on a banner at the end of the production line. In Shanghai, one of the banners reads "Classical British Icon with Traditional Chinese Spirit" in the factory.

"There can be no better vehicle to promote the city of London to international markets than the London Taxi," said Matthew Cheyne, International Market Development Director at LTI Vehicles. "Its iconic shape has served as an excellent marketing tool for Think London that has attracted a vast amount of interest from people around the world. We're proud to be a part of an unrivalled taxi service that provides London's passengers with a first class ride and experience and hope to extend this service across the world."

## GREENWICH CAR FREE DAY

This year's Car Free Day in Greenwich town centre takes place on 5th October. Pedestrianised fun will be had by all from 12pm to 4.30pm, and this year's event coincides with Run to the Beat, London's first half-marathon. The race starts at The O2 at 9.45am and will pass through Greenwich town centre during the latter part of the route. Specially selected music tracks will be played along the way to help motivate the runners. It has been scientifically proven that music can enhance an athlete's performance.

Greenwich Council Deputy Leader, Peter Brooks said: "Car Free Day shows it's possible to have a great family day out without using the car. It's important for us, as a council, to encourage people to use alternative forms of travel, whether it be walking to school or cycling to work, to help improve the environment."

There will be some road closures in Greenwich Town Centre on the day. King William Walk (north) and College Approach will be closed to traffic from 7am to 7pm for Greenwich Car Free Day which will run from 12

noon to 4pm. Other streets in the area - including Romney Road, parts of Woolwich Road and Woolwich Church Street - will also be closed from around 7am for Run to the Beat, reopening by 12.30pm (to the east of Woolwich Road flyover) and by 2.30pm (between Greenwich town centre and Woolwich Road flyover).

## GETTING TO KNOW YOU!

The Sofitel London Heathrow is now open. This new hotel is the only hotel at Terminal 5 and to encourage taxi drivers to get to know them better and so recently ran a taxi driver dedicated express breakfast. Concierge manager, Leon Vaz and team member, Swati Khunti were kept busy offering taxi drivers a mouth-watering express breakfast up outside the hotel.