

TAXI
GLOBE



WARNERS
GROUP PUBLICATIONS PLC
West Street, Bourne,
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A GREAT BRITISH EXPERIENCE IN REGENT STREET

On Sunday 7th September, Regent Street was transformed with its festival themed around all things quintessentially British. The feeling of walking down the middle of the road with no traffic and watching the lights change through their sequence merely as decoration for the day, thousands of people enjoyed the day of shopping experiences as well as displays on the street. Amongst these displays was a typical London icon the TX4. It stood next to an Austin 6 taxi supplied by the London Vintage Taxi Association. A tombola with black cab merchandise offered taxi related prizes saw the LTI Vehicles exhibit raise money for taxi trade charities. The chosen charities for the event were The Magical Taxi Tour and The London Taxi Fund for Underprivileged Children. Many of the visitors to the event took the opportunity to take a good look at the two taxis and take photos. Annie Walker, Director at Regent Street Association Ltd, said: "The London Taxi is a fantastic representation of Britain and is recognised worldwide. We're delighted to have a vintage taxi and the latest TX4 model on display for everyone to see."



A rare event - parking in a yellow box without getting fined!



TX4 on display



Visitors young and old enjoyed the tombola



www.regentstreetonline.com

Regent Street was closed to traffic for the entire day and there were a lot of visitors. Other exhibits included a food area offering many diverse British foods, old fashioned fairground attractions, a London Routemaster bus, bagpipers, a British Legion Band, Morris Men and human statues. A large stage had been erected and featured performances from pop performers from X-Factor, a string quartet, jazz, soul and rhythm and blues music. Definitely something to suit every taste! Later in the afternoon a performance by the Factory Theatre took place, with scenes from Hamlet.

"We are happy to be supporting the Regent Street Festival and welcoming people from all over the world," said Rob Laidler, Sales Director at LTI Vehicles. "We've also been asked to provide a London Taxi for a short film titled 'Regent Street', which has been made by British filmmaker William Archer, which was shown at the Apple store on the day of the festival and at festivals around the world thereafter. This news serves to only further strengthen our argument that when activities like these take place the London Taxi is the perfect icon."

PARLIAMENT CHOOSES DIAL-A-CAB

For a good number of years, the House of Commons and the House of Lords accounts had been with Dial-a-Cab. Then in 2007, the account went to one of the radio circuit's competitors. Competition between the radio circuits is always fierce when it comes to submitting tenders for accounts and on some occasions this has meant that drivers have not got the rates that they would have liked for the work. Now Brian Rice, Chairman of DAC, is delighted to tell subscribers on the circuit that the account has been won once again. The tender that has been won by DAC has fixed prices. Brian said:

"This is a highly prestigious account and I am pleased to say that our tender for the account has been accepted for the coming year. Our subscribers are sent to benefit from the work, which is mainly in the evenings. Once the two Houses come back from the summer recess we look forward to providing both Houses with the service for which we are renowned at DAC."



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