

## OVERSEAS DEMAND FOR THE LONDON TAXI GROWS

Following the successful launch of the London Taxi in Bahrain, LTI have been busy signing up more Distributors for its overseas markets. With 200 taxis already operating in Bahrain where they have boosted driver earnings, the famous British icon will soon be seen on many more streets of cities around the world.

“We are expecting at least another

ten Distributors to be on board in the next few weeks,” said Matthew Cheyne, International Market Development Director. “We have now signed contracts for Spain, Malta and Turkey. We are close to signing agreements with many other countries but are always happy to talk to the right partner.” LTI will be selling the London Taxi, built both



in the UK and China, under the new Brand “The London Taxi Company” with the key markets being Europe,

the Middle East and Eastern Europe. “We get a lot of interest wherever we go,” continued Cheyne. “We are especially looking for partners in Russia, Eastern Europe and North Africa. These partners may be automotive distributors, taxi and limousine companies or transport companies looking for an extra revenue stream.”

## 100 YEAR ANNIVERSARY FOR SELFRIDGES

One of London’s most famous Oxford Street stores, Selfridges, was founded by US entrepreneur Gordon Selfridge. It first opened on 15 March 1909 when some 90,000 visitors came through the doors. Starting in May 2009 a number of centenary events are set to mark the anniversary. Music, fashion and cabaret performances and an exhibition documenting the history of the shop are just some of the centenary events planned. A group of “Selfridgettes”, women dressed in the store’s signature yellow, will also make appearances at the shop every Friday and Saturday in May.

The store’s original founder was fascinated by all things scientific and

so there were often unusual exhibits that attracted customers. John Logie Baird gave his first public demonstration of television in the store in 1925. A seismograph installed on the third floor recorded tremors from the Belgian earthquake in 1938. Today the window displays always attract a lot of attention especially at Christmas. The phrase “the customer is always right” was first promoted by Selfridges, said to have originated in India when Harry Gordon Selfridge went looking for rugs.



## DON'T SPEND A POUND TO SPEND A PENNY

High street giants Tesco, John Lewis, Sainsbury’s, Borders and Marks and Spencer are the first companies to have signed up to the Mayor of London’s Open London scheme. This scheme aims to increase public access to toilets in the capital. In his election manifesto, Boris Johnson made a commitment to increase the quality of life in London for visitors and those who live and work in the city. Since 1999, there has been a 40 per cent decline in public toilets in the capital. Taxi drivers are amongst those affected by this. London has seen the largest fall in the number of council run public toilets in the country – double the decline across the UK. There are nearly 400 public toilets in London or approximately one for every 18,000 Londoners.

Open London will promote businesses that allow the public to use their facilities during opening hours without the need to make a purchase. The Mayor hopes that businesses across the capital will follow in the example set by John Lewis, Marks and Spencer, Borders, Sainsbury’s and Tesco, making it even easier for the public to find a toilet when they need one. Boris Johnson said: “I am delighted that some of this country’s biggest high street names are among the first to join my Open London scheme and I want to thank them on behalf of Londoners for allowing the public to use their toilets. I’m sure that the scheme will bring real benefits to the businesses thanks to the extra visitors it will bring to their premises. Letting people know where they can use the toilet, and encouraging businesses to open their facilities to the public, will not only make the city a more civilised and pleasant place to live but also to visit.”

Richard Newman is manager of Sainsbury’s in Pimlico. He said: “Visitors to our stores don’t have to pay a pound to spend a penny. We place great importance on providing anyone who visits our supermarkets with clean and accessible toilet facilities. It is our priority to make life as easy as possible for customers and the local community and by joining this scheme, we are underlining our commitment to this.”

James Wiggan, Corporate Affairs Manager – London at Tesco said: “We are very pleased to be supporting the Mayor’s initiative. It is always important to us to make people’s lives that little bit easier. We are pleased

to be able to allow members of the public to use our customer toilets, where they are available in our stores across London.’ The Open London scheme aims to attract businesses who currently don’t allow non-customers to use their facilities to follow in the example of these businesses and sign up to the scheme, thereby increasing access to toilets for everyone in London. Philip Downer, CEO of Borders UK, said: “A huge number of people of all ages, including families with young children, enjoy the long opening hours at our bookstores. As a result we are very happy to be part of this new initiative.”

## SWINTON TAXI SPONSOR OF COVENTRY PRIVATE HIRE AND TAXI EXHIBITION

For the third year running, Swinton Taxi Division has announced its sponsorship of the Private Hire and Taxi Exhibition for the third year running. This year the exhibition will take place at Coventry’s Ricoh Arena on 27 and 28 May. A team of specialist advisors will be available on Stand One, located near the exhibition entrance, to offer visitors expert advice and guidance on a wide range of insurance related services and products. The Swinton Taxi stand will also offer a range of great offers and low cost deals for exhibition goers. Steve Roberts, Swinton Taxi Unit Manager said: “The Coventry Private Hire and Taxi Exhibition is an important event for taxi drivers across the UK, and offers the biggest opportunity to meet others from across the sector and keep up to date with the latest developments and news. This year Swinton Taxi Division is offering lots of special offers and incentives to anyone requesting a quote and our expert fleet managers and insurance team will be on hand to give advice and guidance.”