

## NEW MERCEDES TAXI TAKES 25% OF LONDON'S NEW CAB SALES

Since the launch of the Mercedes Vito taxi at the beginning of August 2008 to the end of February 2009, the new vehicle has taken 25% of London's new cab sales. Despite being in a depressed market, drivers who have bought them are reporting that the vehicle is definitely helping them get through these tough times, because of the quality of work they are picking up.

Drivers have put their faith in the prestige brand that is Mercedes Benz. The vehicle's reputation is gaining momentum and it is being hailed a winner. These are especially turbulent times which are affecting ailing motor manufacturers. However drivers are reporting back that passengers are delighted with the extra space and quality of the vehicle, and often ask the driver if the fare is the same price as an ordinary cab.

### DRIVER FEEDBACK IS POSITIVE

Richard Belasco, a taxi driver for 30 years says of his new taxi: "Superb to drive. Customers love the cab. Best 25,000 miles I have ever done as a cab driver." Another driver David Murray enthuses: "The most enjoyable 6 months of driving a cab I have had in 33 years."

Driver feedback shows fares that have travelled in the Vito taxi before are actually picking them out on the ranks and in the streets alike, as they now see the Vito taxi as real value for money. These reports also show that there are now numerous drivers out there who have gained Private Clients away from Private Hire, again because of the comfort and space. This was one of the prime reasons behind the vehicle being brought into London, so that the trade could go head to head with the private hire operators bringing work back to the trade.



Ian Butcher from KPM, pictured when handing over one of the new taxis to a Reading taxi driver

The Vito taxi is becoming ever more popular on airport runs where Heathrow has seen numbers increasing rapidly in the "feeder park". It is also reported that clients phoning the Radio Circuits are asking for the vehicles specifically, as Corporate Clients see the vehicle as real value for their money. Stephen Pettican is on Radio Taxis. He has been a driver for 24 years. "22,000 miles on a set of tyres and



The Vito taxi on its launch day

only 50% worn and wearing perfectly evenly. 1 service a year. 28mpg. Need I say more." Another driver on a circuit is David Emberton, on ComCab. He has been driving a cab for ten years and comments: "Excellent cab, economical, reliable and very comfortable. I am getting better work and as a result I have had to get business cards made up as customers keep asking for my telephone number." Another RTG driver is Michael Marshall, a driver for 26 years. "I have had the cab for 6 months and I can't believe how well the Vito Taxi has been received by the public. The cab is more comfortable, quieter and very economical. The amount of customers booking jobs after one ride is unbelievable."

### FUEL SAVINGS MEAN SAVING MONEY

On fuel savings, drivers are confirming that they also returning 27/28 mpg as the "Mole" reported in one taxi trade newspaper, which in some cases to be as much as £8/10 per day. This payback equates to circa £200 per month coming off the Hire Purchase payments and weekly rentals. London's Fleets are having the vehicle requested by their drivers because of the quality of the vehicle and work, and above all fuel savings. On the servicing side, vehicles are averaging 18000 miles before the first service, which is £185 inclusive of VAT, again drivers are seeing significant savings on running costs.

The vehicle is now licensed in Manchester and Trafford, Reading, Peterborough, Cambridge, Southampton and on Wednesday the 25th of March the first licensed Vito taxi appeared on the streets of Coventry, where the vehicle is second staged manufactured using local Suppliers.

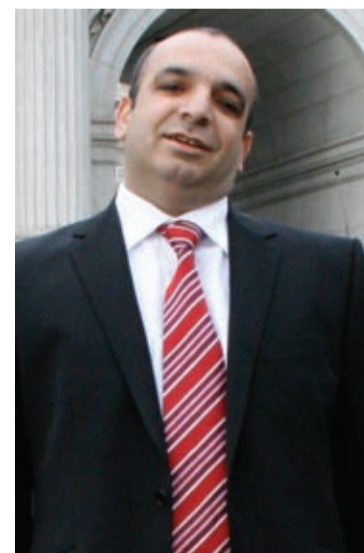
## TAXI PROMOTIONS UK ACQUIRES TAXI MEDIA

In a deal which sees Taxi Promotions take over Taxi Media's fleet, the UK's largest taxi advertising firm has been created. With a combined fleet of 4800 the new entity with a turnover of £10million. Taxi Promotions UK acquired Clear Channel Outdoor UK's taxi advertising arm Taxi Media in a move that allows Taxi Promotions to offer the highest-value taxi advertising platform for brands targeting consumers in London and across the UK. The newly-merged outfit will trade under the long established Taxi Media brand name.

Taxi Promotions founder and managing director, Asher Moses, has become chief executive, while Taxi Media's general manager Andre Coetzee continues in his current role with a focus on managing and driving the sales division of the combined company. The newly-merged outfit will trade under the long established Taxi Media brand name.

Clear Channel Outdoor chief executive, Barry Sayer, said: "This is a positive move for Clear Channel Outdoor and Taxi Promotions which will ensure healthy competition in the taxi advertising marketplace. When Taxi Promotions approached us, we were impressed by the company's passion and vision for the future. We believe that, under the direction of new chief executive Asher Moses, the Taxi Media business and staff will be in good hands."

Asher said of the deal: "Taxi Media and Taxi Promotions are the perfect synergy - this deal brings the broad market base of Taxi Media together with the operational excellence of Taxi Promotions. We will be setting new standards in the industry and look forward to working with specialists and agencies to offer clients the most accountable and credible taxi advertising solutions."



Asher Moses