

TAXI  
**GLOBE**



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## FIRST GEELY-BUILT LONDON CAB TX4 SOLD IN CHINA

Following the successful launch at the Shanghai Autoshow of the London Taxi, the iconic vehicle is now on sale in China before its global sales launch later this month. The vehicle built by SLTI, a joint venture company between Geely and Manganese Bronze Holdings, has the same engine as the UK produced taxi but also includes locally sourced parts from China. LTI have worked with Geely to ensure the left hand drive version built in China meets the same high standards for quality, reliability and durability as its British built cousin.

LTI and Geely announced their joint venture to build the London taxi in Shanghai back in November 2006. Following months of hard work and preparation by both companies, the cab, known as the Shanghai Englon TX4, went on sale on 8th June for the Chinese domestic market. The world famous iconic cab is available to both taxi and private buyers, with a choice of a diesel or petrol engine. The first TX4 to be sold in China was sold during the Shanghai Auto Show to a Chinese businessman. The TX4 is being sold under the Geely Englon (meaning England-London) brand and can now be bought at chosen Geely dealerships.

#### WORLDWIDE APPEAL

The London Taxi has already been sold to many countries around the world, but the Shanghai partnership gives LTI more opportunity to capitalise on the appeal for the unique vehicle. Matthew Cheyne, International Market Development Director at LTI, said: "Historically we have had great interest from overseas markets for the London Taxi as it gives people something they don't have in their usual local taxi. We compete with a lot of ordinary saloons where the features and benefits of the London Taxi surpass that of a normal car."



"It is not just the disability accessibility features," continued Cheyne. "It's being able to have five passengers in their own private compartment safe and secure and able to carry on their conversation without being overheard by the driver. It's the good all round visibility for the passenger and driver as well as a very economical, emission friendly manoeuvrable vehicle for everyone."

#### NEW FRANCHISES AVAILABLE

LTI will now sell their taxi all over the world as a left hand drive version and Matthew and his team are looking for customers and partners or distributors for the taxi. "The London Taxi Company represents a great, low cost, franchise for people wanting a new business opportunity and it is already proving popular in markets such as Saudi Arabia, Bahrain, Poland and Spain. Passengers are already demanding the London Taxi in markets where it is available and choose to use our taxi far more than the local alternative. Anyone wanting to find out more can visit [www.lti.co.uk](http://www.lti.co.uk) or [www.Londontaxis.co.uk](http://www.Londontaxis.co.uk) and contact myself or my team."

## PH OPERATING CENTRES IN LATE NIGHT VENUES

Over the past few weeks, the taxi trade has been fighting back against some of the unscrupulous operators and clipboard johnnies working at late night venues. Now the PCO says that ongoing enforcement work by the PCO and the Metropolitan Police Service has shown that some operators are failing to comply with private hire legislation. Mary Dowdye, Head of standards and Regulations said: "If an operator is found breaching his/her obligations under the Act by accepting bookings outside the licensed operating centre, after failing to heed a warning given by the PCO, the Licensing Authority will take steps to revoke the licence for that operating centre. Where public safety is at risk the decision

may have immediate effect. The PCO will not hesitate to take firm action in these circumstances. Any operator who accepts bookings other than at a licensed operating centre or from an operating centre that has been suspended or one that has been removed from his/ her licence is guilty of an offence under the Act and is liable to a fine of up to £1000. Repeated breaches of licensing regulations could lead to the revocation of the operator's whole licence."

Operators are reminded that they:

- must only accept bookings at the premises forming the licensed operating centre, that is, inside the building forming the venue.

The Licensing Authority does not consider entrances to the building, or open areas adjacent to the street outside the building (whether cordoned-off, roped-off or divided with planters etc.) to form part of the licensed operating centre premises.

- must not, under any circumstances accept bookings on the street;
- must keep booking records securely on the venue premises, and they must be available for inspection by the PCO or police officers;
- must display a copy of their licence at each operating centre specified in the licence.