

## EGYPTIAN DEALER APPOINTED FOR LTI

The International Taxi Company Limited is the official distributor of the London Taxi in Egypt. The iconic taxi will soon be seen on the streets of Cairo; orders have already been taken as The International Taxi Company Limited has reported unprecedented interest by Egyptian drivers and businesses wanting to benefit from owning one of the unique purpose built taxis.

It is hoped that hundreds of the instantly recognisable vehicles will be seen on the streets of Cairo as the soon to be launched London Taxi Service plays a major role in the development of the country's transport and taxi services. Matthew Cheyne, International Market Development Director for LTI Vehicles, said: "Many international businesses, drivers and passenger groups have been quick to realise the benefits that a purpose-built taxi and a professional taxi service can deliver. As we look to spread the success of the London Taxi, The International Taxi Company Limited is a welcome addition to our rapidly expanding global network."



Photo caption: from left to right, Mohamed Abou Ghaly (Vice Chairman and Chief Executive Officer, Media Motion), Maher Abou Ghaly (Chairman, Abou Ghaly Motors), John Russell (Chief Executive, Manganese Bronze Holdings), Seif Coutry (Chairman, Media Motion), Ihab Gohar (Co-Managing Director, Mediair-Carat), Matthew Cheyne (International Market Development Director, The London Taxi Company) and Ahmed Agiez (Business Development Director, Abou Ghaly Motors).

## LMCPA VOICES CONCERNS OVER EURO 4

The LMCPA met on 9th September so that the executive could brief members about a meeting which took place at the Carriage Office regarding taxi emissions as part of the Mayor's Transport "Clean Air Strategy". The Mayor proposes his MTS should improve journey experience and improve the health impacts of transport.

The Mayor's strategy talks of "Introducing or promoting stricter performance standards for vehicles controlled, procured or regulated by the Mayor, and the scrapping of older more polluting vehicles."

Chairman of the LMCPA, Ivan Kovler, informed members that the executive had made clear their concerns to the PCO and had stated that in view of the Olympics due in 2012 it would be unwise to take any older cabs off the road, especially as the trade has spent about 60 million pounds converting them to Euro 3 a short while ago, and it was the older generation

that were driving the old taxis who could not afford to buy new Euro 4 taxis. They also stated that drivers and taxi fleets were only just starting to recuperate from the enormous expense they encountered complying with the recent conversion requirements.

Another issue of concern was despite the assurances from authorities last time that only companies who would give the trade full back-up and after sales service were to be approved by the PCO, to supply conversion kits, two of the companies went bust leaving drivers with no warranty having taken their money. Ivan continued that it was important that the trade was united in its stance against any proposals that carried a large cost for the trade and that he would meet with other trade organisation representatives as he had in the past.

To find out more about the LMCPA or to join...  
phone Ivan Kovler on 0208 525 0050 or Eddie Crossley on 0207 275 7589

## HERITAGE AND DIVERSITY AT THE LORD MAYOR'S SHOW 2009

The 794th Lord Mayor's Show will take place on Saturday 14 November. The 682nd Lord Mayor of London's first duty will be to embark on a procession from Mansion House to St Paul's Cathedral. In a tradition dating back to 1215 and enshrined in the charter of King John, each new Lord Mayor is required to swear a pledge of allegiance to the Sovereign in front of the Lord Chief Justice and Judges of the Queen's Bench Division.

Behind the new Lord Mayor there will be a procession extending more than three miles, with around 6,000 taking part. Roads around the City will be closed for the event. The procession will begin at 11.00am at the Mansion House following a military flypast. It will travel from Mansion House, down Cheapside to St Paul's Cathedral, where the Lord Mayor will arrive at 12.10pm to be blessed before proceeding to the Royal Courts of Justice on the Strand. There he swears allegiance to the Sovereign. The procession then makes its way back to the City, finishing at c.2.00pm.

At 5.00pm the Lord Mayor will light the touch paper to the spectacular Lord Mayor's Fireworks display on the river Thames, between Blackfriars Bridge and Waterloo Bridge.



Taxis in 2008 Lord Mayor Show