

LONDON TAXIS TAKE TO THE SEAS!

The world famous London Taxi can be seen operating in many countries around the globe. Some are being used as a mobile advertising media, as they are in London, as seen on this model in Benidorm, Spain this month. Others are being used by hotels to transport their guests. For LTI, the continuing growth of the export market is good news.



NEW DEALERSHIPS APPOINTED

As the overseas markets continue to expand for LTI, so does the demand for the world famous iconic London Taxi, with new dealerships being appointed and more being sought. The joint venture with Geely has seen the manufacture of taxis begin in Shanghai. Now branded with The London Taxi Company logo announced by



CEO of Manganese Bronze earlier this year, new dealerships are offering taxi drivers around the world the opportunity to experience driving the famous London icon. It is important for the taxi market across the UK that these exports continue to grow as they help secure the future for the manufacturing facility in the UK. Many of those involved in the taxi trade have asked whether the factory will continue to produce taxis in Coventry as the market has been so tough recently; the export orders will play an important part of the future of LTI.

TX4 LAUNCHED IN MALTA

Last month, the company announced that they had secured further international orders for the London Taxi, with the appointment of Muscats Motors Ltd in Malta. The taxi has seen a successful launch in Malta, with the cabs painted white in colour currently required by the licensing authorities on the island. Managing Director of Muscats, Kenneth Mizzi, proudly showed off the TX4, accompanied by Kim Withnall, International Sales Manager and Rob Watson, Aftersales Co-ordinator for the London Taxi Company. "Muscats Motors Ltd quickly realised the benefits of a tailor made taxi that sets it apart as a unique niche vehicle," said Kim Withnall. Publicity generated since the event, has been tremendous with a high level of sales enquiries.

EN ROUTE AROUND THE WORLD

Other taxis have already arrived in Hamburg, Germany. Currently there are many London Taxis on the high seas on their way to a number of different destinations. These iconic vehicles

are all due to arrive in the ports around the globe during the next three to four weeks. Taxis are on their way to Vienna in Austria, Belgrade in Serbia and Prishtine in Kosovo. Warsaw in Poland is also due to take a delivery before the end of the year. These vehicles will be the first TX4 London Taxis to arrive at their respective markets as orders have started coming in from newly appointed distributors for these regions.

A further six demonstrators are on their journey to North Africa, heading for the new LTI importer based in Cairo. In the Middle East, another shipment is en route to Riyadh, Saudi Arabia, bringing their total vehicle parc to over fifty. Ten vehicles are also due to set sail shortly for Beirut in the Lebanon. Nigel Walters, working for International Market Development at LTI, told Taxi Globe: "These exports are good news for us and we expect orders to continue to rise as the vehicle gets more popular with foreign markets." LTI Vehicles appointed The International Taxi Company Limited in Egypt as their official distributor of the world famous London Taxi earlier this year.



FIRST AID NURSING YEOMANRY

In 1907 the First Aid Nursing Yeomanry was formed and became involved during the First World War, driving ambulances and assisting in the field hospitals. This was often under dangerous conditions. At the end of the war they had received 1 Legion d-Honneur 27 Croix de Guerre and 17 Military Medals.



When the Second World War began, they were to become the Motor Driving Companies which was part of the A.T.S. Many of them went onto top secret work in coding and supplying administration and support at the Special Training Schools. They also joined the Special Operations Executive, where they served in various parts of the world. A large number were sent to occupied France and some were captured and died in the concentration camps. Three of them, Noor Inyat Khan, Violette Szabo and Odette Hallowes, all received the George Cross the first two posthumously. It was Violette Szabo who was made famous in the film *Carve her Name with Pride*.

On the wall outside St. Paul's Church, Knightsbridge, is a memorial which lists 54 names of the brave women. On Saturday 24th October 2009 The Annual Remembrance Service was held at the church and The London Taxi Benevolent Association for War Disabled was pleased to supply transport to convey some of the veterans to their Lunch at The Churchill

Hotel, Portman Square. The Committee would like to thank the drivers who assisted on the day by taking some of these veterans.

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