

REAR WINDOW ADVERTISING ON LONDON'S LICENSED TAXIS

IN-CAB Promotions has commissioned over 50 London Taxis display rear window adverts on behalf of Tradex Insurance Group who are using the taxis to promote their Westminster Insurance business. Westminster Insurance is one of the largest insurers in the UK with over 40,000 taxis insured with them. The launch took place at Great Suffolk Street on 18th December 2009.



A group of 35 taxi drivers donated their cabs to promote the Safe Journey Campaign, warning the public not to use unlicensed touts over the Christmas period with adverts advising travellers to Always use A Licensed Taxi....Be Safe...Be Sure. The campaign is sponsored by the TaxiCall service that paid for the production costs. TaxiCall is a revolutionary new system that puts customer calls directly through to drivers' mobile phones. IN-CAB Promotions are pleased to produce the rear window adverts at cost to support the drivers in this safety campaign of the festive season.

IN-CAB Promotions specialise in distinctive forms of taxi advertising and have a fleet of taxis promoting their services. Advertisers can their company or services on the rear window of London taxis from as little of £2.00 per day making it a cost effective way to advertise.



George Vyse

George Vyse, Operations Executive of IN-CAB Promotions commented: "The rear window of a taxi provides an eye-catching, eye level display site. The special 'one way' vinyl used, enables you to display graphics on the glass without impairing visibility for the driver. The rear screen creates even more impact. Right in the eye line of passengers, pedestrians, motorists – even cyclists and other taxi drivers – a Rear Screen advert really is an "in-your-face" advertising opportunity".

IN-CAB Promotions can be contacted by telephone on 0207 281 7774.

CAROL SERVICE AT ST BARTS

A nine lesson traditional Carol Service was attended by Freeman, Liverymen and their families of The Worshipful Company of Hackney Carriage Drivers and several other City Livbery Companies, at St Bartholomew the Great in Smithfield on 17th December. This is one of London's

oldest churches and was beautiful in the glow of the candles lit for the service. The choir sang a number of traditional carols and hymns, with the congregation joining in with many of them. The Reverend Martin Dudley BD MSc MTh PhD FSA FRHistS AKC, the 25th Rector of the Priory Church since

the Reformation, is the WCHCD Honorary Chaplain.

A Priory church has been in use on this site since the 1100's, with the existing Church having been built during the reign of Henry, son of William the Conqueror. The wonderful architecture of the Church together with the stirring

music, put everyone in the festive mood and some of those attending from WCHCD enjoyed a meal out organised by the Social Committee after the service. As the evening progressed, snow began to fall in London and the whole city took on a Christmas appearance.