

TX4 IN SHANGHAI

Piers Morgan visited the city of Shanghai for a recent tv programme. He said that he believes that Shanghai is set to become the world's greatest economic superpower within the next 20 years and then he set off to explore the city to discover what will make it the mightiest, richest, most riotous place on earth. As well as visiting the highest hotel in the world and meeting some of the people living and working in the city, Piers visited the Shanghai factory where the joint venture between LTI Vehicles and Geely sees the iconic TX4 being built for the Asian market. Piers seemed somewhat surprised by the fact that the famous London taxi is being built in Shanghai as it is such a British icon. For those involved in the taxi trade who have been to the LTI factory in Coventry, the images on the screen of Chinese workers building the left hand drive TX4 in Shanghai bore a striking resemblance to the factory facility in Coventry. Piers visit was more of a watching programme than a listening programme, showing off the new facility building the taxis. The TX4s are already being driven by a wide spectrum of buyers from hotels and clubs to private individuals wanting a piece of England's heritage.



Piers said: "It's hard to give you a sense of Shanghai, but its ambition oozes from every pore. The closest parallel is Victorian London with its super rich and desperate poor; a cauldron of construction and consumption on an immense scale. It's a fast forward Industrial Revolution. And, just like those Victorians, there is a confidence about the future here that is addictive. According to surveys, 83 per cent of Chinese believe that tomorrow will be better than today and Shanghai epitomises that attitude."

Piers showed viewers Shanghai's Yangshan deep water port. The ports of the city are the busiest in the world, shipping over 500 million tonnes of cargo a year.



Yangshan cost an estimated £7.5 billion to build and has a 32.5km bridge across the sea to service it. Although those of us here in the UK know Shanghai is a fast growing city, the size and expanse of the container port was an amazing sight – containers shipping anything and everything around the world. Piers commented: "The Chinese are a clever bunch. They're renowned for taking our expertise, doing it better and making it cheaper. That's how China has amassed Billions and begs the question - is China taking over the world? I've glimpsed the future and it's here in Shanghai. Empires have come and gone. Us Brits conquered the world in the name of God, queen and country, the Americans, democracy, but when the Chinese are masters of our universe there'll be no such pretence. For them it'll be about just one thing - the money."

LTI Vehicles have worked extremely hard to ensure the project in Shanghai is successful and it is hoped that some of the manufactured parts from China will help the future of the Coventry facility. Matthew Cheyne, International Market Development Director, is delighted to have been involved in the project from its beginning. He said: "It has been a challenge for all those involved in the joint venture, but now that the facility is producing the TX4 and orders are coming in, it looks as though the heritage of the iconic taxi will be seen in even more places around the world."



WOW WARSAW, IT'S A LONDON TAXI

The first European launch of 2010 for the London Taxi and its new International Sales brand The London Taxi Company has taken place – in Poland. Warsaw got its first taste of a world famous Icon on 26th January when the London Taxi was launched by Dufort London Taxis at its aftersales premises MOTORTEST UL.PILCHOWICKA 19 M1 02-175 WARSZAWA. This is an established car dealership and vehicle repair workshop centre, which is situated in close proximity to Warsaw's airport. The Managing Director of Dufort is Jacek Kurowski. He was delighted with the reaction of those seeing the TX4 taxi. "I have been working for a long time to bring this fantastic vehicle to Poland and people love it just as much as I do. I am now able to help taxi companies in Poland offer a real alternative to the cheap cramped saloon taxis or the expensive limousines. Many people are looking forward to seeing the vehicle here in Poland. It will initially be run by a leading local taxi company called Wawa, who will operate it as a premium service taxi. The London Taxi is more than just the greatest taxi in the world, it is also part of the greatest taxi service in the world and that is what we are planning to bring to Poland. People deserve a choice other than the local cheap mini-cab style taxis and expensive limousines. Now they can have that choice with the London Taxi and a world class professional taxi service. They get a fantastic unique vehicle, a great service, professional drivers and their own private space in the cab. What more could people want?"

One local resident of Warsaw who saw the taxi said: "I will certainly certainly be using this- it's not only a fantastic Taxi but it is just what I would like to ride in so I can be private from the driver over hearing my conversations. I can't wait for there to be more of them." The next batch of London Taxis are due to arrive next month and will be on the road soon after.



Matthew Cheyne, International Market Development Director for The London Taxi Company said: "It's been a great evening and everyone I have spoken to is very excited about being able to use a proper London Taxi as opposed to a saloon car. Wawa, the company buying the London Taxi will offer it as a professional premium service for people who want comfort, privacy and a quality service."

"When we began selling the taxi internationally from our new production plant in China we wanted a new brand for LTI that made it obvious who we are and what we do," said Matthew. "We have been building the taxi in the UK for over 60 years now and no one knows more about taxis than we do. Producing in China gives us a more global appeal now so we aim to see the London Taxi on sale all over the world. Warsaw is the first European Capital city launch in 2010 and we are sure it won't be the last."