

ANOTHER SUCCESSFUL LAUNCH FOR THE LONDON TAXI

Riyadh in the Kingdom of Saudi Arabia is the latest city to offer the unique, iconic London taxi service. Poland, Spain, Ghana, and Malta are just some of the other countries where the London Taxi and the London Taxi Service have been launched recently and are proving to be popular with both passengers and drivers alike. The high profile launch in Riyadh took place at the Kingdom Mall. A special ribbon cutting ceremony was carried out by HM Ambassador Sir William Patey KCMG, Sheik Nasser Alkahtani, president of The London Cab Club and John Russell, Chief Executive Officer of Manganese Bronze Holdings the parent company of The London Taxi Company. The London Taxi has been operating in Riyadh for some months now and the special event marked the official launch of the service throughout Riyadh. “The London Taxi has been designed for the task of providing the ultimate in comfort, convenience and privacy,” stated John Russell. “But here in the Middle East it has also been adapted to cope with the extremes of temperature and operation conditions.”

There are over a hundred London Taxis in Riyadh and more are on their way. The vehicles are all part of the London Cab Club, a uniquely designed loyalty club that rewards passengers for



From left to right: Sheik Nasser Alkahtani, president of The London Cab Club, John Russell, Chief Executive Officer of Manganese Bronze Holdings the parent company of The London Taxi Company and HM Ambassador Sir William Paten KCMG

using the service. The service has proved a huge hit immediately and plans are now underway to launch it in other cities in the Kingdom of Saudi Arabia and the rest of the Middle East.

“We have started a programme of launches all over Europe and the Middle East and each one is more successful than the last,” said Matthew Cheyne, International Market Development Director for The London Taxi Company. “Passengers love the privacy of their own compartment away from the driver. They have five comfortable seats facing each other so they can talk easily to their companions. The drivers are polite and helpful and wear a uniform as well as being trained to help passengers with luggage, open doors and assist with information on hotels and restaurants.”

The London Taxi has long been seen as the best in the world and the London Taxi Driver as the best driver in the world. “We get lots of interest from hotels, tourist destinations, airports and airlines all wanting to know more about the London Taxi Service,” continued Matthew. “We will work with anyone who wants to know how to operate a successful service for the benefits of passengers and customers.”

WHY THE STRANGE FEELING? *By Len Fox*

Driving a cab in London is a stressful job but do we really know how much it can affect us? It is a job like no other; it creates an isolation that at first doesn't seem possible; we work in a city of 10 million people and are in constant contact with one or another of them. However we are just having fleeting conversations - some we wish could go on, others thankfully don't. During our life as a cab driver we may have lots of these little interesting interchanges but do they sometimes leave you feeling a little strange?

As human beings we need communication and contact with others and driving a cab can sometimes leave you with little or none. Have you ever wondered why some days you feel in a positive and upbeat mood when you go to work but by the middle of your shift you feel tired, flat and maybe frustrated and angry, conversely some days you go out and after a fare gets out you feel lifted and much happier. Why!

These are examples of human contact and the impact others have on us, it can have more of an impact than we may think. As cab drivers we have contact with all sorts of people, you have someone in your cab who is upbeat and positive the likelihood is by the time they pay you off some of

how they are feeling will be left in your cab, alternatively someone gets in at the traffic lights and says in an aggressive manner take me to Leicester Sq, I'm in a hurry and then proceeds to complain about the traffic, criticises your driving and the route you are taking. Once they pay you off how do you feel? Do we have any choice of how we feel and can we control it, I believe we do!

So how do we deal with the result of the interactions we experience on a day/nightly basis? For most of us we probably internalise it, one example is the resulting headache, if you can take it home does anyone there empathise with you or maybe you shout at someone? Whatever survival mechanism we use do we rarely ever process it properly? Counselling is one way to help you explore human emotions in a more productive manner. This can be developed through one to one or group work and therefore make life easier.

For further details on Counselling you can contact Len who is a Psychodynamic Counsellor and has held a cab licence for 35 years. Tel. 07958 390495 Email. counsellorpc@gmail.com

NEW CAB DELIVERIES

When a new cab is ordered through a dealership, the order goes to the LTI factory in Coventry to be fulfilled. Then the finished vehicle has to be transported to the dealership where the order was placed. A new contract has just been agreed between Ontime Automotive

and Acumen Automotive Logistics to transport London taxis on behalf of LTI.

Acumen will transport finished vehicles from the Holyhead Road factory and deliver the taxis to LTI Vehicles' Distribution Centre in Wellesbourne, Warwickshire, on behalf of

Ontime Automotive. From there the taxis will go to dealerships in London and across the UK. “We are delighted to be associated with such an iconic brand, which further expands our involvement in the UK automotive logistics sector,” says Chris Doughty, managing director at Acumen.