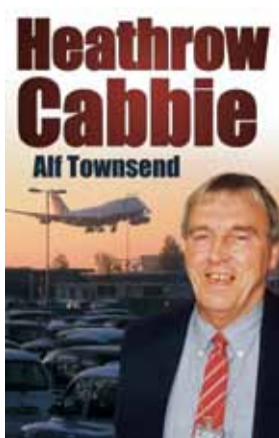


## HEATHROW CABBIE

by Alf Townsend

Alf Townsend's latest book is called Heathrow Cabbie, published by The History Press on 12th April priced £9.99, paperback original. The book is a selection of stories based on Alf's experience as a cabbie – which is almost half a century of experience. The inauguration of the first terminal at the airport took place in 1955; at the time an Act of Parliament was passed, allowing taxis to begin plying for hire at the airport. Today Heathrow is the UK's busiest airport and the taxi feeder park is a busy place. Alf's book combines some of the history of the airport together with anecdotes from cabbies. It also has a selection of photographs included which will stir memories for regular drivers out at the airport.

Perhaps some may recognise themselves as the person Alf is writing about in his anecdotes. Alf also talks of the different cabs he has driven over the years, from a cold FX3 through an FX4, an FX4R which did not accelerate very well and then a Metrocab. At the end of his book, Alf writes of his feelings about the future of the cab trade at the airport, where there have a lot of changes since 1955.

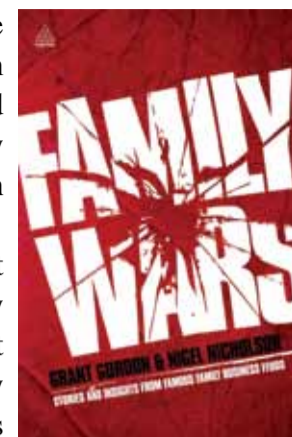


## FAMILY WARS

The real stories behind the most famous family feuds in the world by Grant Gordon and Nigel Nicholson. Published by Kogan Page in paperback March 2010 priced £9.99.

Many of the world's most successful businesses are family owned. With this comes the threat of family bust-ups, sibling rivalry and petty jealousies. Family Wars takes you behind the scenes on a rollercoaster ride through the ups and downs of some of the biggest family-run companies in the world, showing how family in-fighting has threatened to bring about their downfall. Whether it's the Redstone's courtroom battles or the feud over Henry Ford's reluctance to let go of the reigns, the book reveals the origins, the extent and the final resolution of some of the most famous family feuds in recent history.

An astonishing exposé of the way families do business and how arguments can threaten to blow a business apart, Family Wars also offers valuable advice on how such problems can be contained and solved.



## BREEDING A BETTER CLASS OF DRIVER

This book, priced £5.99 from Amazon, ISBN number: 978-1-870520-78-2, looks at the right and proper way to behave behind the wheel – from being a good car host to protocol regarding music choice. To redefine driving for 21st century motorists, two quintessentially

Thoroughly  MODERN Motoring Manners from DEBRETT'S  ASTRA

include the subject of chivalry: a chivalrous man will ensure that his female passenger is comfortable before the journey begins. He should be sure that the temperature is to her liking. She will expect her man to be a calm and competent driver.

British brands have joined forces to publish Thoroughly Modern Motoring Manners from Debrett's and Astra. "It is important to mind your manners when you're behind the wheel. Thoroughly Modern Motoring Manners aims to provide relevant and contemporary etiquette advice for today's driver," explained Jo Bryant, Etiquette Advisor at Debrett's.

The 47 page book, published by Debrett's and is now available from its website ([www.debretts.com](http://www.debretts.com)) and [Amazon.co.uk](http://Amazon.co.uk), is the definitive guide to well-mannered motoring. Simon Ewart, from the Vauxhall Astra team, adds: "When we developed Astra, we concentrated on making the interior special. From there it was a natural move to look at modern motoring etiquette, so the atmosphere for driver and passengers alike is as good as the ambience. Contemporary car design is all about great style, so it's important that today's drivers behave in a way that matches what their car says about them."

The book includes tips which may of course be useful to the taxi trade! These

Any signs of aggression and she will most likely assume that in life – as well as behind the wheel – he is volatile and impatient. A chivalrous passenger is as well-behaved and polite in the car as he is when he's out and about. On in-car entertainment the advice is that music should be carefully chosen and kept at a sociable volume. Save contentious remarks and heated discussions for non-mobile situations. Unless you're a karaoke-pro or trying to entertain the children, avoid singing along. Equally, save whistling for solo drives.

This tip could have come from the PCO itself – it says: "Sometimes your passengers will want to doze or daydream. Always respect their wishes – if they want to stay in their own world for the duration of the journey, let them."

There is one tip that may be particularly pertinent to the minicab business - a car is a confined space, so think twice before spraying too much aftershave or perfume as you may overwhelm your fellow passengers.

## OPINIONS WANTED ON DRIVER SAFETY

Taxi drivers are being asked to give their opinion in a bid to improve driver and passenger safety along with reducing the number of illegal cabbies operating on the UK's roads.

The survey is being undertaken by Am I Safe and focuses on the need to reduce attacks on drivers by passengers. Am I Safe was founded in 2009 and is operated by Texemtel Ltd. The company will be launching a new product, free to taxi drivers in September 2010 which aims to increase driver and passenger safety, whilst reducing the number of illegal (unlicensed) private hire drivers in the UK. All subscription profits from passengers will also be donated to charity.

Anthony Price, Managing Director, Am I Safe said: "Unfortunately these kind of attacks seem to be in the headlines more and more frequently. We are currently working on a system that will help drivers identify their passengers before they enter a vehicle, and give the ability for that passenger to be traced, should anything untoward occur.

"As well as improving safety, we will also be able to trace unlicensed operators who are continually damaging the reputation of the industry, and report them to the relevant parties. We have conducted extensive research amongst passenger groups and gained a very positive response. It is now vital that we get the opinions of drivers on the front line in order to ensure that we achieve our goal of making the taxi trade as safe as possible for those whose livelihoods depend on it.

Drivers wishing to participate in the survey should visit [AmISafe.co.uk](http://AmISafe.co.uk) and click on the Survey Link