

## THE LONDON TAXI SERVICE DELIGHTS THE MIDDLE EAST

It is now more than 12 months since the iconic London Taxi arrived in The Middle East. It proved to be an instant success in Bahrain and today 200 vehicles operate there. The London Taxi Service now operates in Saudi Arabia, Lebanon, and Egypt with planned expansion into Kuwait and other Middle Eastern states. Already several hotels and rental companies have expressed their interest in using The London Taxi Service to keep ahead of the competition with this new business venture. For this reason LTI Vehicles (London Taxis International) are now looking for suitable partners who want to share in their success and operate the service at the same high UK standards, drivers and first class after sales service for the taxis. “The development of a transport and taxi system will play a major role in improving the lifestyle of those living across the Middle East,” said David Bentley, International Sales Manager for London Taxis International. “With the introduction of this unique British cab we have already seen how it can add value by boosting jobs and improving the comfort and safety of passengers. This has already been proven with our success in Bahrain and the large number of enquiries we have received from potential dealers, drivers and passenger groups who have expressed their interest in bringing this fantastic vehicle to their country.”

The professional London Taxi Service uses the instantly recognisable London Taxi and all drivers are fully trained in driving capability, courtesy, local knowledge and concierge skills and bare the quality mark of a London Taxi driver who is trained to deliver a high class service. “It’s our job to understand



Launch in Saudi

what visitors want when they travel around your city,” continued David. “As the only manufacturer of the London Taxi, we have evolved over many decades to provide a vehicle that is the ultimate in convenience, comfort and privacy. It’s a product with strength, longevity and security that benefits from having five seats and accessibility features such as a built in ramp as standard, wide easy-to-open doors, a built in swivel seat and high visibility grab handles.

“In the Middle East, the vehicle has also been specially adapted to cope with the hotter climate. Built

with a higher specification of air conditioning, tinted windows and parts that allow for expansion in the heat, the taxi has been designed to move customers about rather than use the more traditional saloon taxis. Many of these are aged over 16 years and don’t withstand the rigors of the unique taxi duty cycle.”

Shanghai LTI, a joint venture with Geely, has seen the UK company transform itself into a global brand. This has helped with expansion internationally and delivered benefits to the UK operation by allowing LTI to take advantage of more cost-effective components for their current range. David concluded: “Our joint venture has helped us take the London Taxi globally. There are over 100 vehicles in Riyadh KSA operating as The London Car Club, with even more on order for Lebanon and Egypt. In Lebanon they have even ordered three vehicles specifically designed as luxury taxis for wedding services. The service has proved to be an instant success and now plans are under way to launch the vehicles in Kuwait and other Middle Eastern countries.”

## WANTED Drivers & Sponsors



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16th June 2010**

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Drivers and Sponsors for our Day Trip  
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If you would like to come along as a Driver please contact  
Ray Ali on 07930 515 225  
For all other enquiries contact Claire on 07966 689 737



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