



ICONIC BRITISH SET FOR PRODUCTION

Back in 2002, London cabbie Tony Arnold took his taxi on an 11,000 mile journey to Beijing in China. The Chinese government had commissioned the cab from LTI in an effort to promote the English language in China. At the time, the trip generated a great deal of interest from people who saw the cab on its epic journey. The Chinese people were fascinated by the iconic vehicle, synonymous with London.

LTI Vehicles were then already looking into ways of reaching an agreement with a Chinese company to start production of the purpose built taxi. Although this met a few stumbling blocks along the way, progress was made and soon the taxi will be manufactured in China as well as in Coventry.

Now the Chinese people are set to see more of the cabs on their streets as the £53 million joint venture contract between LTI Vehicles and Geely Automotive has been completed and production in Shanghai will commence in 2008. The first chance for the new TX4 to be seen at close quarters by the Chinese public was at the Shanghai Motor Show in April this year. The new TX4 taxis, including a gold-coloured, gold-specification model, were unveiled by Mr. Li Shufu, Chairman of Geely, and John Russell, Chief Executive of Manganese Bronze Holdings, parent company of LTI.

CHINESE JOURNALISTS VISIT LTI IN COVENTRY

During the early part of the summer this year, a delegation of Chinese journalists arrived in the UK to see the factory at Coventry where the TX4 is in production. The journalists, from news agencies such as Science and Technology Daily, the Economic Daily, Zhejiang Daily and the Xinhua news agency, visited the Holyhead Road site to see the manufacturing process first hand.

They were all impressed at the amount of expertise and dedication that goes into the TX4, which has broken all sales records since it was launched in October last year. Yuan Xu, of the Zhejiang Daily,



Mr Li Shufu, Chairman of Geely (left) and Mr John Russell, CEO of Manganese Bronze Holdings pictured with the TX4 at the Shanghai Show

says that both she and the Chinese people as a whole see the vehicle as an icon of Britain. She said: "This is the first time I have visited an automobile factory and I am impressed by the workers. Many of them have worked in the industry for 20 or 30 years and they are very skilful and very professional. They are focused on what they are doing. "We see the London Cab on television and in films and it's a very noble car."

Ma Guihua, of the Xinhua News Agency, was impressed with the attention to detail of the manufacturing process. She said: "When they finish the vehicle they test it extensively to ensure its quality. They take it very seriously. It's a huge symbol in China." The journalists also visited the London dealership of Mann and Overton at the new premises in Brewery Road. This was an opportunity for them to ask questions about the way cabs are sold in the UK and also to see the technicians at work servicing

the vehicles. It also gave them the chance to see the great British icon at work on the streets of London and experience riding in a cab themselves.

AGREEMENT FINALISED

The joint venture with Geely to produce the London taxi, a limousine and two large saloon cars in Shanghai was finalised in June 2007. Manganese Bronze is now working closely with Geely to finalise the process of commencing production. The planned capacity of the Shanghai LTI facility is 40,000 vehicles, with production ramp-up starting from mid 2008. John Russell, Chief Executive of Manganese Bronze, said: "We are delighted to have finalised our Chinese joint venture with Geely. Securing a low cost manufacturing base and becoming a multi vehicle manufacturer and distributor are key elements of our growth strategy. We look forward to updating the market on our production plans as