

Flexible

Comfortable

Accessible

Safe

Green

Thanks to their unmatched flexibility and availability, taxis limitlessly expand the coverage of the public transport chain, available at anytime, anywhere to anyone



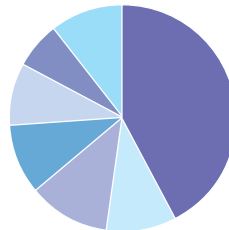
Unparalleled flexibility

Taxis offer an immediately recognisable and popular transport service worldwide. Services are quick, operate from door-to-door and are readily available, both in cities and rural areas, making the taxi the most flexible form of public transport available for all social groups.

Passengers are free to choose their destination and are not bound to timetables and set stops. Services are available 24 hours a day, 7 days a week, with multiple ways of getting a taxi: by phone, through the internet, from taxi stands or by hailing one directly on the street. In most cities, advanced booking systems calling only those taxis located in close proximity to the user also reduce the time needed to get a taxi.

The highest demand for taxis in cities occurs at night and weekends, when other forms of public transport are reduced or stopped. In many cities, taxis are the primary, if not the only, form of public transport available late at night.

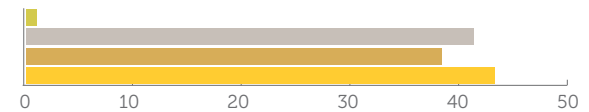
Use of taxis in selected large cities (% share per type of journey)*



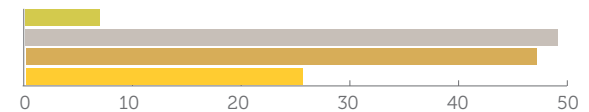
- 38,1% Evening and night-time journeys
- 9,0% Journeys to/from airports and railway stations
- 10,7% Journeys to/from work
- 8,9% Business journeys
- 8,1% Healthcare journeys
- 5,8% Visits of family and friends
- 9,5% Other types of journeys



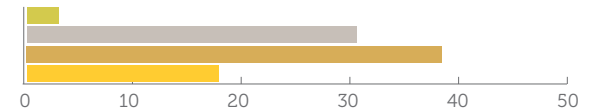
Journeys to/from airports*



Night-time journeys*



Business journeys*



- Walking and cycling
- Other public transport modes
- Private car
- Taxi

* CNRS-LATTS, Paris, France, 2010. Cities covered in the survey: Paris, London, Berlin, Lisbon, Dublin, Amsterdam and Stockholm, with 400 representative respondents per city. http://halshs.archives-ouvertes.fr/docs/00/55/70/99/PDF/RD10-TaxiIRUb.pdf

Green

Safe

Accessible

Comfortable

Flexible

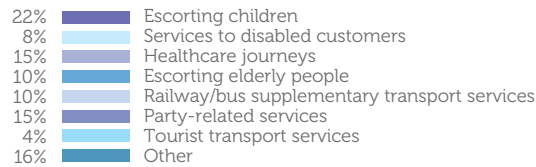
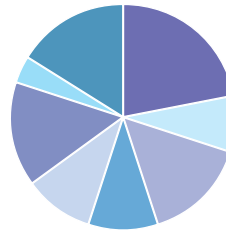
Promoting social integration

Taxis play an important social role. Taxi services provide a viable transport alternative for people with disabilities who cannot drive nor use public transport. They are also used for transport to schools in many countries, and for hospital transport services, as well as to provide public transport services in rural areas.

In Finland, one third of taxis' annual turnover comes from publicly paid trips to meet specific societal needs, such as driving school children, mobility impaired persons, trips to/from hospitals, and public transport in sparsely populated areas.

In Austria, innovative customer-oriented taxi services have been put in place, such as the "collection taxi" ("Sammel Taxi") providing transport services for women at night as a security measure, the "youth taxi" ("Jugendtaxi") providing services for young customers to/from night clubs and other festive gatherings, or

Social transport services performed by Danish taxi operators (share in %)



* The Danish Taxi Council (DTR), 2011.



In France, a third of all patients' transport to/from hospital is carried out by taxis. Taxis account for 57% of seated non-emergency medical transport. In rural areas, non-emergency medical transport, together with school transport, represents the bulk of the turnover of taxis.

In the Netherlands, 16% of users are school children, 21% of users take a taxi where public transport is lacking or less available, and 29% of all taxi journeys are with disabled customers and healthcare journeys.



the "60-plus taxi", providing services for elderly people for shopping, medical or administrative journeys.

In Denmark, a study reveals that 55% of the taxi services can be classified as "social transportation" provided to elderly people, school children or people with disabilities. In rural areas in Denmark, up to 80% of taxi services are for "social transportation".

