



***Concluding speech, Mr Hubert Andela, President, IRU Group “Taxi and Hire Cars with Driver”***

## **Taxi – anytime, anywhere**

***Towards an extraordinary image for our comfortable, safe, green and accessible taxi services***

The use of taxis is a flexible, individual, door-to-door service. Thanks to their unmatched flexibility, which even surpasses private cars on this point, taxis contribute to empowering other public transport modes. They complement them with their round the clock, 24-hour/7-day availability.

However, these facts are rarely known or considered by the majority of the travelling public and politicians.

In addition, a large portion of those working in the taxi industry are not necessarily always aware of the advantages taxis bring to customers, the public and society.

As a result:

- many potential customers tend to undervalue, or even ignore, taxi services,
- taxis are under-represented in political bargaining and on political agendas,
- many people working within the taxi industry, in particular drivers, do not have a positive perception of their work and have low self-esteem .

This is all the more unsatisfactory since there is an impressive global taxi culture and an appealing image created by popular movies, computer games, books and TV shows.

The perception of taxis by the general public and by politicians – local and otherwise – has a strong impact on taxi regulation, the taxi market and the turnover of the taxi industry.

A poor taxi image often leads to over regulation or over deregulation, and bad government policy contributes to a loss of quality and a loss of customers.

A positive image, on the other hand, creates space for creative self-initiatives within the industry. A positive image creates a virtuous circle, improving the self-esteem of those working in the profession and, as a result, further improving the quality of the service to customers.

It is therefore the organised taxi industry’s strong will to constantly improve the quality, attractiveness, safety, environmental-friendliness and accessibility of its services, by further increasing the

professionalism of its managers and drivers. And - along that road - work towards a positive image for the industry.

This is the reason why the IRU Taxi Group decided, last month, to launch an action to improve the taxi and hire cars image, and to build an international platform to exchange best practices implemented at national, local and company level.

**“Taxi – anytime, anywhere”** is the common slogan we have adopted, with which we - in time - want to become the public face of the taxi and hire cars industry.

We have also adopted a set of common taxi values - **flexible, comfortable, green, safe and accessible** - which we want to share with you today for the first time, and which we will be promoting inside and outside our industry in the coming years.

If we work together closely, we will succeed in progressively improving the image of our sector.

So, join the IRU Taxi Group and give your contributions and ideas. Talk to us and support us to jointly contribute to the prosperity of our industry.

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