

Flexible

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



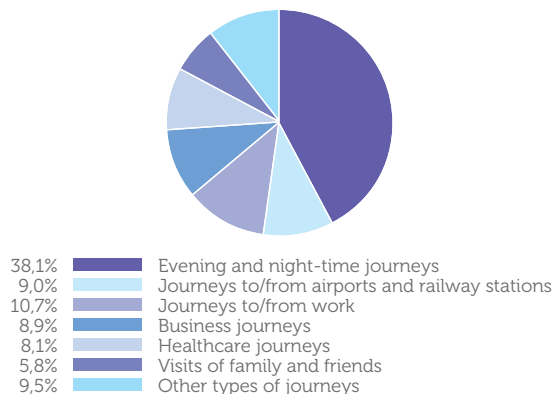
Unparalleled flexibility

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.

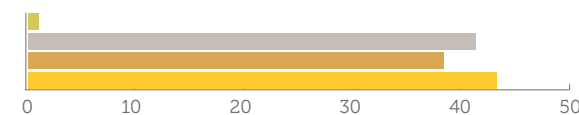
Passengers are free to choose their destination and are not bound to timetables and set stops. Services are available 24 hours a day, 7 days a week, with multiple ways of getting a taxi: by phone, through the internet, from taxi stands or by hailing one directly on the street. In most cities, advanced 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.

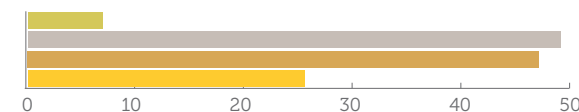
Use of taxis in selected large cities (% share per type of journey)*



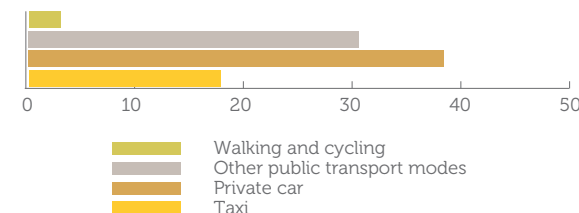
Journeys to/from airports*



Night-time journeys*



Business journeys*



* 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>

Promoting social integration

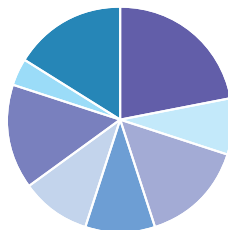
Taxis play an important social role. Taxi services provide a viable transport alternative for people with disabilities who cannot drive nor use public transport. They are also used for transport to schools in many countries, and for hospital transport services, as well as to provide public transport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



22%	Escorting children
8%	Services to disabled customers
15%	Healthcare journeys
10%	Escorting elderly people
10%	Railway/bus supplementary transport services
15%	Party-related services
4%	Tourist transport services
16%	Other

* The Danish Taxi Council (DTR), 2011.

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".



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.

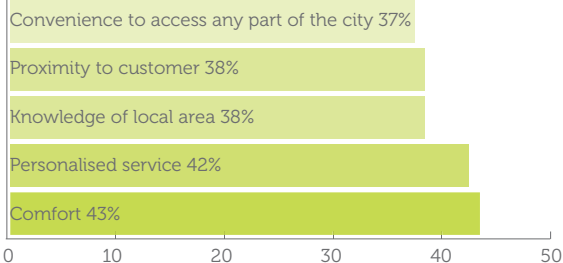


Comfortable

Taxis provide high levels of comfort and convenience, supported by drivers' professionalism

The quality of taxi services, in which comfort plays a paramount role, together with the professionalism of drivers, is highly appreciated by taxi users.

Customers' preferences



CNRS-LATTS, Paris, France, 2010. Cities covered in the survey: Paris, London, Berlin, Lisbon, Dublin, Amsterdam and Stockholm, with 400 representative respondents per city.

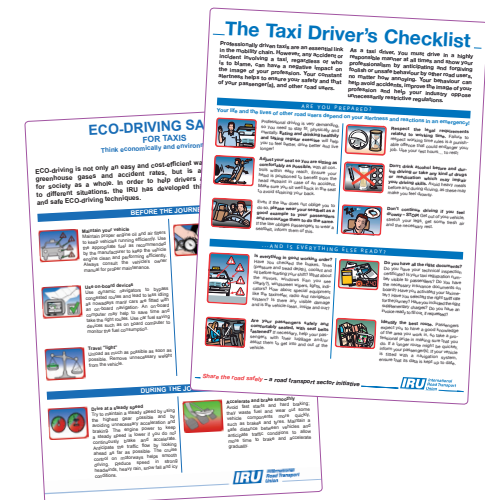
<http://halshs.archives-ouvertes.fr/docs/00/55/70/99/PDF/RD10-TaxiIRUub.pdf>

High quality standards

It is the taxi industry's priority to further improve the quality of the service to customers by appropriate education and training of both managers and drivers, as provided through the IRU Academy.

In the Netherlands, the taxi industry took the lead in improving the services to customers by introducing an ISO-based Quality Mark (TX-Keur) system for taxi vehicles, drivers and services, with both regular and unexpected checks carried out by an independent body. As a result, research carried out by the Dutch national authorities* shows that taxi scores on average a 7.8 out of 10.

Since 2005, taxi dispatch centres in Finland have begun to develop their own quality schemes to ensure that the quality of the whole service chain remains high.



Quality controls

Vehicle quality standards were first introduced in London already in 1906 through the Metropolitan Conditions of Fitness (MCF) standard. Since then, these standards have been constantly improving. More recently, legislation requiring some taxis to be able to carry wheelchairs is also being introduced.



In Austria, the specific comfort requirements for taxi vehicles, such as dimensions, number and size of doors, size of the luggage compartment, etc., are discussed and updated every year to fit customers' requirements.

According to surveys carried out by the Danish Competition Authority, Danish taxi customers are very satisfied with the comfort, service and safety provided. On average, the Danish taxi fleet scores 4 out of 5 points, regarding comfort, service quality or safety among the Danish population.

In France, a survey conducted in Paris by Union Nationale des Industries du Taxi (UNIT)** found that 93% of taxi customers were satisfied with the vehicle's cleanliness, comfort and general state, with 47% giving a "Very Good" or "Excellent" rating.



* Taximonitor Gebruikers, Ministerie van Verkeer en Waterstaat, The Netherlands, 2010.
<http://www.rijksoverheid.nl/documenten-en-publicaties/rapporten/2008/06/01/toekomst-voor-de-taxi.html> (in Dutch only)
** UNIT annual barometer, 2010.

Accessible

Taxis are instrumental in ensuring the mobility of people who cannot drive or use conventional public transport

For many people with disabilities, especially those who are unable to drive or use conventional public transport, taxis and private hire vehicles are pivotal means for ensuring their mobility. Taxis in many cities can carry wheelchairs and taxi drivers are increasingly aware and trained to meet specific assistance needs of passengers with disabilities.

In the UK, disabled passengers use taxis and private hire vehicles 67% more often than the general public.

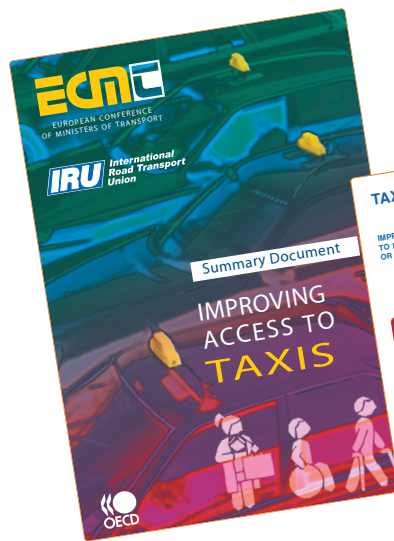
In Finland, people with severe mobility impairment are granted daily taxi trips to/from work or to/from study. In addition, they have the right to 18 one-way subsidised recreational trips per month.

A proactive industry

A joint IRU-ECMT study* recommended that matters related to taxi vehicle accessibility should be decided at local level and based on two vehicle design levels:

- Type One - Wheelchair Accessible Taxis: accessible vehicles capable of carrying the majority, but not all, passengers who travel in their wheelchair, as well as people with other disabilities.
- Type Two - Standard Accessible Taxis: vehicles with features designed to be used by disabled people more easily, but which would only be able to carry a wheelchair-user who can transfer to a taxi seat.





The study also recommended that taxi fleets used for regular services should be composed of a combination of these two types of vehicles. The proportion of each type within the taxi fleet is likely to vary from place to place, both within and between countries.

The IRU developed voluntary guidelines (2008) and checklists (2010) to provide guidance and advice to taxi operators and drivers with the objective to raise their awareness and help them improve the quality of the services offered to their customers and, in particular, to customers with disabilities and reduced mobility.

However, governments' financial incentives to support dedicated services for persons with disabilities are instrumental in enabling the taxi industry to invest in more costly, accessible vehicles that will help persons with disabilities to make the trips they need to be employed, for medical visits, to go grocery shopping, etc.

* IRU Taxi Accessibility Guidelines, 2004.

http://www.iru.org/en_bookshop_item?id=198

The study was carried out in 2004 jointly by the International Transport Forum and the IRU, with the active participation of European-based motor vehicle manufacturers and conversion specialists, representatives of people with disabilities, representatives of the European taxi industry and national governments.



The safety and security of both customers and the driver are among the primary concerns of taxi professionals



Taxis retain an enviable safety record. Safety is a key element in the taxi licensing and control regulations, as well as in taxi drivers' professional training.

Public opinions in Denmark or New Zealand, as well as public authorities in the UK, to name but a few, rate taxis as particularly safe and secure.

Vehicle inspections, safety features and security devices

Across Europe and North America, vehicle safety

inspections are carried out at least once per year, but in many cases, every six months.

In Germany, 80% of all taxi vehicles contain the highest active and passive safety features.

In Finland, the average age of taxi vehicles is 2.5 – 3 years. As a result, they benefit from the latest safety technology.

In France, taxi vehicles must be less than 7 years old, and less than 3.5 years old if operated under double shifts.

In the Netherlands, taxi companies in Rotterdam have installed cameras on top of the roof of taxis since 2011. They already had cameras for driver and passenger protection in the taxis. Now cameras also film the direct surroundings of the taxi, on or of the taxi stand.

In Rotterdam and Amsterdam, more and more taxis offer the possibility to pay by credit cards or other cash cards, as less cash payments in cabs lead to less incidents in or outside taxis, thereby improving security for both the driver and the passenger.



Drivers' professionalism

Thanks to their professionalism, taxi drivers are much less likely to be involved in a traffic incident.

In New York, 4.6 accidents are reported per million miles driven by taxis, which is one third less than for other types of vehicles (6.7)*. And in Denmark, taxis accounted for only 1.5% of all accidents in 2007.

A study carried out in New Zealand**, revealed that 82% of customers are of the opinion that taxis are indeed safe or very safe and secure, whilst 78% of them think drivers are professional or very professional.

The UK Department for Transport issued security guidance for passengers***, including taxi passengers, in which taxis and hire cars are promoted among the travelling public as a safe and secure way to travel.

Professionalism and local knowledge are key to anticipate risks and ensure safe transport. London drivers have to learn 320 routes. A driver will typically need two to four years to pass 'the knowledge test' before being permitted to operate a taxi in London.

In Finland, where a regime for accessing the profession of taxi manager and driver exists,

satisfaction rates of businesses and customers dealing with taxis are extremely high. The taxi professionals are among the most trusted professions by Finnish citizens, and the taxi industry in Finland has one of the best safety records.

* <http://www.schallerconsult.com/taxi/crash06.pdf>

** <http://www.nzta.govt.nz/resources/perceptions-safety-taxi-users/index.html>, 2008.

*** <http://www.dft.gov.uk/pgr/crime/taxiphv/taxiguide>



Taxi design and use makes it one of the greenest vehicles on the road



Taxi fleets in most European countries are only 3 to 5 years old, and therefore fitted with the latest clean vehicle technologies, which makes them among the cleanest vehicles on the road.

Taxi fleets are much "younger" than private cars. As taxi vehicles comply with the latest norms (Euro V for a large part), the overall emissions of a taxi are significantly lower than those of an average private car. In France, for example, the taxi fleet's average age is 2.5 years, whilst the average age of private cars is 8 years.

All taxis are regularly serviced, both to meet regulatory inspection requirements and to maintain vehicles in prime condition, which ensures optimal fuel-efficiency and thus contributes to further green mobility.

Pioneers of new technologies

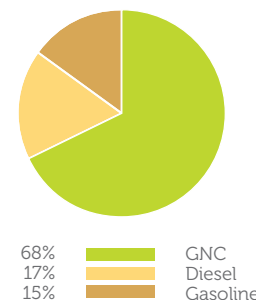
Hybrid vehicles, operating on a mixture of traditional fuels and electricity, have made some headway in European markets, whilst modern fully electric vehicles, mainly battery powered plug-in vehicles, are being tested for mainstream use as the taxi industry, allowing early and intensive use, is an ideal test-ground for new technologies.

In Paris alone, there are over 800 hybrid taxis, despite the absence of VAT deduction on gasoline. The introduction of diesel hybrid vehicles, entitled to VAT deduction on fuel, will considerably boost the penetration of hybrid taxis on the French market. Fully electric-powered taxis are expected to hit the streets of Paris in 2012.

In Denmark*, the taxi fleet consists of vehicles that are classified as at least energy class C or better, which will contribute to a CO₂ emission reduction of 18,000 tonnes by 2013.

In Germany, more than 20% of the taxi fleet uses alternative fuels. And this share is constantly rising.

% share of fuels used by taxis in Buenos Aires (Argentina)



Government of the city of Buenos Aires, 2011.



* Danish Environmental Protection Agency.
<http://www.mst.dk/English/>

In Stockholm, the share of green taxis using alternative fuels rose from 40% in 2010 to 55% in 2011. Today, Sweden has one of the greenest taxi fleets in Europe, with 19.4% of all taxis using bio-gas and natural gas, 6.5% running on ethanol, and 6% of all taxis being hybrid cars.

In Buenos Aires, the average age of the taxi fleet is 4 years, whilst 68% of taxis use compressed natural gas (CNG).

The greenest way of using a car

Taxis are the optimal way of using a car. A single taxi fulfils the transportation needs of 10 to 20 people per day, and generally drives many more

kilometres in its lifetime than a private car, hence reducing car production needs. Therefore, taxis contribute to reducing the carbon footprint of a car's total life cycle both per person and per kilometre.

In most cities, advanced scheduling systems reduce empty running, while providing citizens with door-to-door connections, including to other public transport modes.

The use of taxis in contracts by hospitals, schools and/or other pre-booked social service journeys lowers citizens' dependence on their private car. Reducing the number of private car journeys, as a result of good taxi services, reduces the need for a second family car and, by the same token, the need for scarce and costly parking places in inner cities.

As taxi companies also have a marketing interest in offering green alternatives to their customers, they are increasingly willing to become carbon neutral or operate a fully hybrid fleet. In some cases, taxi companies even offer customers to choose a low-emission or hybrid vehicle.

In Denmark, the taxi industry, under the leadership of the Danish Taxi Council (DTR), has set up a green taxi commission which consists of climate experts and taxi suppliers in Denmark, whose recommendations will provide a new 2020 green strategy for the Danish taxi fleet.

