

## HYBRID TAXIS RESCUE CYCLISTS



MOBILITY & TRANSPORT

We've featured a number of 'green' taxi services in the past, including London's [greentomatocars](#), which launched in March 2006. greentomatocar's hybrid fleet has a new competitor to reckon with: [Climatecars](#) launched in London late last month. The eco-friendly taxi service currently drives five Toyota Prius cars, with three more to follow this month. The company is targeting London's corporate market, offering first class service and extras like complimentary magazines, newspapers and Belu mineral water (the "first bottled water that doesn't contribute to climate change"). Nice, but not entirely new, right? The innovation that caught Springwise's eye is Climatecars' bicycle rescue service. Every Climatecar keeps a bicycle rack in the boot. Cyclists who had an sunny ride to work but face rain on their way home, can take a cab home with their bicycle strapped to the back. The service comes at no extra charge, and offers a practical solution for consumers who'd like to use their bicycles as much as possible, but don't enjoy cycling when it's cold, dark and wet. One to launch in every cycle-friendly city, or to add to your taxi/limousine/livery offerings.

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Website: [www.climatecars.com](http://www.climatecars.com)

Contact: [www.climatecars.com/contact.php](http://www.climatecars.com/contact.php)