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**5 YRS
WARRANTY
AVAILABLE FROM
£2.99
PER WEEK**

Look after yourself and your customers

Ford Mondeo Diesel TDCi LX 115ps

Saloon or Hatchback

**NEW
2004
MODEL**

MAIN FEATURES

- Air conditioning
- New 6000 CD/Radio
- Cruise control
- Drivers electric height adjust and manual lumbar support
- Electronic anti-lock braking system with Electronic Brake-force Distribution
- Quickclear front heated windscreen
- Remote control central locking
- Electronically-operated front windows with bounce back sensor
- Perimeter Alarm
- Intelligent protection system



BALANCE PRICE

£11,995
including VAT

**£57.66
PER WEEK - NO VAT**

Fiat Doblò Diesel

ACCESS+2

2 YEARS UNLIMITED
MILEAGE
MANUFACTURERS
WARRANTY



BALANCE PRICE

£10,745

**£52.69
PER WEEK - NO VAT**

including VAT

Fiat Doblò Diesel ACCESS +1

2 YEARS UNLIMITED MILEAGE
MANUFACTURERS WARRANTY



**£49.01
PER WEEK - NO VAT**

BALANCE PRICE

£9,995
including VAT

including VAT

Vauxhall Vectra LS 2.0 DTi Diesel

4 or 5 Door



BALANCE PRICE

£11,995 **£57.66**
PER WEEK - NO VAT

including VAT

NEW

Be the first for the Vauxhall Vectra DTi LS Estate

STANDARD FEATURES INCLUDE:

- Electro-hydraulic power-assisted steering
- Cruise Control
- Air Conditioning
- ABS Brakes



BALANCE PRICE

£13,695 **£65.84**
PER WEEK - NO VAT

including VAT

Ford Galaxy Diesel

PRIVACY
GLASS



BALANCE
PRICE

£16,295 **£79.90**
PER WEEK - NO VAT

including VAT

Fiat Ulysse Diesel 8 SEATER

2 YEARS UNLIMITED
MILEAGE
MANUFACTURERS
WARRANTY



BALANCE
PRICE

£16,295 **£79.90**
PER WEEK - NO VAT

including VAT

Touneo 2.0 TDCi 9 Seater

BALANCE
PRICE

£17,995 **£87.97**
PER WEEK - NO VAT

including VAT



Patons Promise

- THERE ARE NO FINAL PAYMENTS REQUIRED ON ANY VEHICLE WE SUPPLY
- NO DELIVERY CHARGES to anywhere on the UK mainland
- All vehicles UK DEALER SUPPLIED, NOT IMPORTED, so full manufacturers warranty applies.

*All models shown are for illustrative purposes only. *Terms & Conditions apply*

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Finance subject to status. Security in the form of a guarantee or an indemnity may be required. Licensed credit brokers. Written quotations available on request. Vehicles shown for illustrative purposes only. Telephone Enquiries.

Talking of Grading...



by GEOFF WRIGHT

Way back in Issue 14 of *Private Hire News*, in December 1995, we featured an editorial on the merits of Graded Companies generating their own I.D. Badges and how we viewed what should be included on them.

This was then taken formally into the Grading System. We still take the view that all quality Member Companies should require their drivers to either wear or carry a company photographic identity badge.

Outside London, where it was often mandatory to carry such badges, Councils identity badges were not unusual, however the better companies tended to also have their own I.D. badges for their drivers.

At the time of introducing mandatory I.D. badges as part of the Grading, it is fair to say that a greater percentage of our members had already recognised the benefit of equipping their drivers with identity badges, which were of various sizes and designs.

The LPHCA had already made a decision before the Grading System was brought into being to have I.D. badges as mandatory for all member company's drivers. This was then taken into the Grading System with extra requirements and information on the badges to qualify for three Star Grading.

With the arrival of Licensing in London, drivers are now required to wear an Identity Badge with some exemptions, (albeit that these are very few) but this PCO / TfL badge does not identify the Company for whom the drivers are undertaking journeys.

Sadly, some Companies I have visited in recent times had decided to dispense with their own badges but I am pleased to say that I think that I have persuaded many of them to rethink this matter.

It remains my belief that all of our three, four and five star companies are still requiring their drivers to carry their existing badges in addition to the PCO / TfL badge, where this has been issued.

In some instances Companies have taken the opportunity to revamp their own badges to incorporate such additional information like their company PCO License Number, the



Driver's PCO Number and in many cases the incorporation of the Graded Private Hire Companies 'Safe in Our Hands' logo, all of which adds more credibility to the company.

Although drivers may now be licensed, or in the possession of their temporary permits, clients are always comforted by the fact that they are being collected by the driver of the Company they had pre-booked their vehicle with. The company badge is therefore a truly valuable form of identification, particularly at airports and other crowded venues where many PCO badges may also be on display.

When a driver is undertaking courier work and where it is necessary to produce some definitive identification before collecting or delivering items, the company Identity Badge is often essential.

Similarly the company identity badge is a very positive asset when needing to gain access to security conscious premises and your corporate image is also enhanced when the badge is displayed.

Double-sided laminated badges allow additional information to be displayed on the reverse side and a number of our members use the back for this purpose.

Many office stationary companies supply these types of badges, which are quite inexpensive if purchased in quantity. They are available in the clip-on, breakaway lanyard or chain lanyard versions fitted with either plastic or metal hooks. One of our advertisers MOGO has a very professional format for laser-printing very high security tamper proof badges.

Hopefully, those few Graded Companies who had contemplated dispensing with their own I.D. badges will now have second thoughts as we consider them to have as much importance as those which are issued through other official sources whether it be in London or in the Provinces.

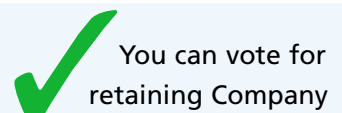
GEOFF WRIGHT

TOP OF THE CLASS

Our congratulations go out to **Taxifast** the Graded Company located in Plymouth who, at their last Annual Grading Assessment became the first Company to achieve maximum points in our Grading System

This came about as a consequence of them achieving Investors in People Accreditation since the previous visit. In addition, since that last grading visit they have acquired an 'Admobile' which they use to promote their activities and without doubt their training facilities are second to none and for which they take great pride.

Managing Director **John Preece** has always said that if any of our Graded Companies would like to view their operations and training school he would be more than happy to accommodate them by arrangement. So if anyone wishes to take up that offer please contact us and we will forward on your request.



You can vote for retaining Company Driver badges as a mandatory part of the Grading on The LPHCA message board polls section.

www.lphca.co.uk
Forum Board

