

# MOGO VEHICLE PLATE SIGNAGE OFFERING A HELPING HAND

The good news continues with Mogo Vehicle Plate Signage offering a helping hand to the Travelling Public and Operators alike.



As more and more companies are fitting Mogo Signage to vehicles in London the benefits to the Travelling Public and Licensed Operators are now starting to be felt.

For many years the trade and the authorities have been trying to educate the Public on the dangers of using unlicensed vehicles in London.

The stumbling block has always been a means for members of the Public to easily differentiate between a 'licensed vehicle' and an 'unlicensed one' before getting into the car being driven potentially by anyone.

With the introduction of the new signage regulations in London the responsibility for providing the Public with this visible and clear identification has now passed to the legitimate trade. Signage on Licensed Private Hire Vehicles in London is voluntary and is only regulated on content, size and position.

But with the number of vehicles displaying their company name and contact details increasing throughout London, the Travelling Public is gradually being educated on how to tell a safe vehicle and driver from a potentially unsafe one.

This process is already narrowing the opportunity for 'illegal touts' in London.

More and more LPHCA Members have taken this public education process to the next level by communicating with their customers effectively by training their staff to explain clearly how to identify the correct vehicle outside a busy venue.

A good example of this is the work done by Greyhound Cars producing an informative leaflet for their local customers to use and this would not be possible without good vehicle signage in the form of the 'Tamper Proof' MOGO signage plates.



Public awareness is key to the war on touts and as long as the Travelling Public continues to get into vehicles, without first ordering them from a Licensed Company and then without checking that they are from that company, the touts will remain.

The PCO and the Metropolitan Police do not have the resources or manpower to catch and prosecute touts into oblivion without the support of the Travelling Public and the Licensed Trade.

The Travelling Public will only completely respond to calls to use only Licensed Vehicles when it is easy for them to do so. The Licensed Trade now has to take up the mantle and give them the means to easily identify the correct vehicle.

Most Member Companies that have put MOGO Signage Plates are experiencing similar reactions from their customers.





*Justin Rock of Cannon Cars of Orpington says:*

"We feel that the MOGO plates enhance our vehicles on both a safety and commercial level.

Commercially, it is an extremely effective way of advertising our company. If someone is sitting behind one of our vehicles then we have a captive platform to brand our name and number to them, curiosity often makes them read the plate because they are smart, tidy and look very professional at the rear of the vehicle.

We also believe that at some point signage of similar proportion will be required when Licensed Private Hire Vehicles are allowed into bus lanes and this is a proactive measure to get Private Hire Vehicles recognised.

With regard to safety, they are an extremely effective way of making our drivers recognisable. This is especially useful for female passengers travelling late at night. Without a doubt the MOGO plates go some way to erasing touts as we instruct our customers to only get into a vehicle displaying one of the plates with our Name and Number on it.

The MOGO plates are also a way of monitoring driver performance and company reputation. If, in the unlikely event that a driver is driving poorly, or with excessive speed, they can be easily identified and reported back to our office.

If any other Operator requires any further information please do not hesitate to contact me, Justin Rock of Cannon Cars."

*The following quote from Pravdeep Mengar at Abba Dart sums up the beneficial results of fixing professional looking plates to all their Private Hire Vehicles.*

"Since introducing the MOGO identification plates on the rear of our cars the response has been great from an advertising perspective as the general public do feel safe knowing that they are getting into a legitimate Private Hire Vehicle from a reputable company.

Feedback has been particularly good from female passengers and the many female groups who use us on Friday and Saturday evenings to go out and come home safely. It is great to hear customers now phone the control room and say 'I've just seen one of your cars, can you send me a car please?'

This I feel has also helped to shield us from the negative effects of adverse publicity. The Mogo Signage Plates clearly let the public know who we are and how to contact us should they wish to book a vehicle, thus giving the passenger re-assurance that they are dealing with a professional firm.

The MOGO plates have even attracted drivers to Abba Dart and any Licensed Company not taking advantage of such a long awaited safety and marketing tool is missing out on promoting their business whilst assuring the travelling public."

### **LPHCA total support for MOGO Signage Plates**

At a recent meeting of LPHCA members in London, Chairman Steve Wright said: 'There was delight from passengers and safety groups about the increase of MOGO Signage Plates on Licensed Private Hire Vehicles in London.'

There had also been positive feedback from some London Councils, the Police, Safety Groups and Corporate Users as well as from the Travelling Public regarding the increase and use of MOGO Signage Plates.

Very intriguingly Steve went on to point out that there would soon be another review on Signage and Identifiers on Vehicles in London and that in his view MOGO Signage Plates could hold the key to one of the stumbling blocks for Bus Lane Usage – the vehicle identifier.

It was also mentioned that the more MOGO Signage Plates that could be seen in London the more convincing the case for them being the Main Identifier for Bus Lane usage.

Chauffeurs in Edinburgh have now adopted MOGO plates as their passport into Bus Lanes. Their world, and the travelling public's, has changed for the better as a consequence.

With this important signage review due soon Steve asked that as many LPHCA Member Operators as possible took up the opportunity to assist by opting for MOGO plates.

**MOGO are offering a 25% discount on new and re-orders for all LPHCA members. Simply call Cara on 07921 614462 for more details.**