

GreenTaxi.org

Driving towards a greener future.

Our Mission

To provide information for taxi companies and taxi drivers about how to use less fuel and gain competitive advantage.

Why?

1. Cut the cost of running a taxi business.
2. Lower green house gas emission.
3. Less dependence on foreign oil.
4. Tax incentives.
5. Good publicity.

How?

Fuel consumption can be reduced by adopting fuel saving driving techniques and by driving more environmentally friendly cars.

I hope you find the information in this brochure useful. Please don't hesitate to contact me if you would like more information.



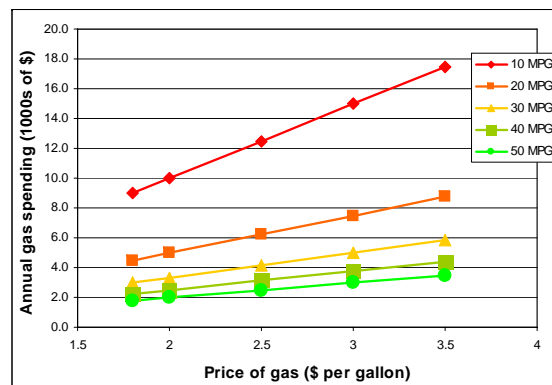
Tim West, Founder GreenTaxi.org
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1. Gas Price Sensitivity

Taxi companies and taxi drivers are very sensitive to changes in the price of gas. A change of \$0.50 can mean that a taxi driver brings home several hundred dollars less a month.

Competition from other taxi companies drives the price that the company can charge down and leaves the company with small margins due to high gas expenses. It does not have to be this way. If a more fuel efficient car is used as taxi the profit margin will increase and the sensitivity to changes in gas prices will decrease.

The following graph illustrates the cost of driving 50,000 miles in cars getting 10-50 MPG.



2. Lowering Emissions

As gasoline is burned CO₂, water and a variety of pollutants are produced. A 10 MPG car driving 50,000 miles generates 100,000 pounds of CO₂, while a 30 MPG car driving the same distance releases only 32,000 pounds of CO₂. As CO₂ enters the atmosphere it works as a green house gas

leading to increases in the temperature of the earth and Global Warming. Global Warming is thought to be the cause of the recent increase in natural disasters such as Hurricane Katrina.

3. Less Dependence on Foreign Oil

The US is addicted to oil. Oil is used as a fuel for the economy and increased demand has lead to increases in the profits of the countries that sell oil to the United States. Currently 60% of the US oil is consumed by transportation. If we were able to get 2-4 times better fuel economy from our cars - we could cut the country's overall consumption by 30-50%. This would greatly help stabilizing the US economy and decrease the dependence on foreign countries for the resources needed for the US economy.

4. Tax Incentives



The US government is offering between \$1,000 and \$2,000 in tax incentives for buyers of hybrid cars. More information about these tax incentives can be found at GreenTaxi.org.

5. Good Publicity *The New York Times*

Hybrids have been used as taxis in several cities in North America. Usually the first taxi company in the city to adopt hybrid technology is mentioned in the local news. For news stories about hybrid taxis visit GreenTaxi.org.

Driving Tips

Following these simple directions should allow you to reduce fuel consumption by at least 10% - that is \$3 per \$30 tank of gas.

1. Pump tires to recommended pressure

Having the tires at the right pressure decreases the friction between the road and the tires and reduces the amount of energy required for moving the wheels.

2. Go easy on the brakes and gas

Most of the energy of driving is spent on getting the car to cruising speed. Keeping a constant load on the gas pedal improves your gas mileage. Also, do not accelerate hard towards a stop sign as you will soon come to a stop.

3. Observe the speed limit

At speeds over 55-60 MPH the wind resistance of your car increases drastically. This means that more energy is used to keep a cruising speed of 70 MPH than is used to keep a cruising speed of 55 MPH.

4. Avoid idling

When you are idling you are getting 0 MPG. Hybrid cars have electric air conditioning so they do not need to have the engine on to run the a/c.

5. Get rid of the junk in the trunk

Carrying around excess weight increases the amount of energy used to accelerate your car.

Hybrid Vehicles Used as Taxis

These are cars that have successfully been used as taxis in North America. Passenger space should be compared to 38 inches legroom and 53 inches hip room in a standard Crown Victoria (17 MPG, \$30 K).

Civic Hybrid (50 MPG, \$22 K)

The civic hybrid is used as taxi in New Hampshire.

Legroom: 34.6 inches
Hip room: 51.0 inches



Toyota Prius (48 MPG, \$22 K)

The Prius has been used as taxi in Vancouver and San Antonio.

Legroom: 38.6 inches
Hip room: 51.6 inches



Camry Hybrid (40 MPG, \$26 K)

The hybrid Camry looks like a promising car for taxi use.

Legroom: 38.3 inches
Hip room: 53.9 inches



Hybrid Escape (31 MPG, \$28 K)

The Escape is used as taxi in San Francisco and New York.

Legroom: 35.6 inches
Hip room: 49.1 inches



Recommendation

We recommend the Prius because of its ample passenger space, its 250,000 mile reliability record, and great MPG.

Testimonials

We are very pleased with the ford escape hybrid. Especially our drivers love the



cars since **they pay 60% less for gas**. The cars have great visibility and are easy to navigate in the busy San Francisco traffic. The cars are very comfortable and we have had no complaints from our customers.
- Sheldon, Yellow Cab, San Francisco.

For almost five years, I have operated three Toyota Priuses as a Yellow Cab - with no failures. The current 2004 Prius has just passed 240,000 miles and still no major repairs. The customers are amazed how much space is in the car and how quiet the interior of the car is. Yellow Cab Vancouver now has 42 Prius taxi's out of a total fleet of 208. The average Prius use **an average of 4 times less gas** than the conventional taxis.

- Andrew, Yellow Cab, Vancouver.

I currently have the only hybrid taxi in San Antonio. The Prius has done wonders for me and all the customers love the car. I get between 46-50 mpg each day and my gas saving help my bottom line since I am an independent contractor. Last month I **saved more than \$500 in gas cost**. So it's a big difference!

- Paul, Yellow/Checker Cab, San Antonio

