

Vodafone gets London Calling

- *Hundreds of branded taxis to get mobile phone chargers, helping Londoners stay in touch*
- *Vodafone customers can pay for their ride with their phone, at no extra charge*
- *All part of Vodafone's commitment to providing the best service in London*

Vodafone is aiming to keep Londoners connected with a new fleet of branded taxis which for the first time will allow all passengers to recharge their phones on the move. Vodafone customers will also be able to pay for their journeys with their phones – at no extra charge – making those last minute stop-offs at the cash point a thing of the past.

Today, the first of hundreds of Vodafone-branded taxi cabs will take to the streets in one of the biggest 'wrapping' advertising campaigns ever seen in the capital. Their bold and colourful Union Jack design, made up of over 2000 London street names, will make them an eye-catching addition to the city as well as easy to spot for anyone who needs to charge up their phone. They will be followed next week by the first of a fleet of Vodafone-branded Heathrow Express trains.

It is all part of Vodafone's commitment to keeping London calling. In the past few months the mobile phone company has improved the performance of well over 500 of its sites across the city and will continue to invest heavily to ensure it has the best network in the capital. Every month, Vodafone customers in London make more than 160 million calls, send over 155 million texts and download the equivalent of 16 billion emails.

Vodafone UK Chief Executive Guy Laurence said "*We are committed to offering London the best possible network. We have already made hundreds of improvements to increase coverage, capacity and reliability to ensure Londoners can always stay in touch with friends and family. Now with our fantastic fleet of Union Jack cabs and their on-board chargers which anyone can use, all Londoners will be able to see our continuing commitment to the capital.*"

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Notes to Editors:

- Taxi wrapping begins on 3 May
- The taxi wrapping will be supported by a radio advertising campaign, on air week commencing 9 May
- Charger installation will also begin this week and the whole fleet of Vodafone 'wrapped' taxis will be kitted out by August. The chargers support all makes of mobile phone.
- To register to pay by mobile in any Vodafone branded taxi, Vodafone customers should call 0845 680 3409. Once registered, customers can also pay by text: Just text the word 'Taxi' followed by your taxi's number and the amount you want to pay to 31255 – for example: 'Taxi 9000 10.00'. This is a free introductory service and Vodafone customers will not be charged any service charge, nor pay for the calls or texts
- Vodafone will be wrapping all Heathrow Express trains. The wrapping process will begin on 6 May with all seven trains wrapped within six weeks