

# news release



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## **Jedi™ Master gets the Knowledge, riding in a London Cab**

- Yoda™ returns in a Vodafone branded, London cab in new TV ad campaign
- Since launch in May last year, Vodafone's cabs have collectively covered the distance between Earth and Venus

Jedi Master Yoda returns to TV screens in London today in his fourth appearance for Vodafone UK. With the huge influx of visitors to the city, Yoda stars in the ad that highlights the innovative mobile phone charging service that Vodafone provides for free to all passengers in the back of the 1000 branded cabs that serve London.

Vodafone has been keeping Londoners and visitors to the capital connected for the past 18 months with an iconic fleet of 1000 Vodafone branded taxi cabs which allow all passengers to recharge their phones on the move. Emblazoned with a bold Union Jack design, made up of over 2000 London street names, they're an easy spot for anyone who wants to charge their phone or tablet whilst travelling across London.

Airing across London and the surrounding areas, the TV ad campaign sees Yoda commenting on the extraordinary features of his Lightsaber™, which the cabbie mistakes as a reference to one of the latest smartphones. He explains that Yoda might want to charge its battery whilst enjoying the ride.

Since the introduction of the taxi cabs in May 2011 they have collectively covered more than 30 million miles across London\*. That is the equivalent of travelling to Venus, or taking more than 60 round trips to the moon. They have also provided thousands of hours of additional charging for mobile phones, helping travellers stay in touch while on the move.

Jason Hinton, a real London cabbie, was selected to star in the ad and while Yoda may be the first intergalactic traveller he has ferried around, the Jedi Master is not the first celebrity to take a seat in Jason's cab. "I picked George Best up in Chelsea," Jason said. "Joanna Lumley was a really nice Lady - she told me about her TV series on the Nile and then gave me a copy. Mostly I get women who want to talk to me about their love lives."

Danielle Crook, Director of Brand Marketing, Vodafone UK, said: "Our eye-catching cabs have been a real hit with passengers since we introduced them last year. The Union Jack design is a great addition to the capital's streets and the phone charging kit we have installed in the vehicle means passengers know they will be able to give their phones a power boost when they hail one of our cabs. These small things can mean the world to people and are just one of the services that we have introduced to keep people confidently connected on the go."

## **Vodafone UK**

Vodafone House, The Connection, Newbury, Berkshire RG14 2FN, England  
[www.vodafone.com](http://www.vodafone.com)

**Vodafone UK Media Relations** Telephone: +44  
(0) 1635 666777

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The TV ad will air from 28 July in London and the surrounding areas. It has been produced by a team at Lucasfilm's renowned San Francisco-based visual effects facility ILM (Industrial Light & Magic), with Tom Kane voicing Yoda's CGI character.

\*based on Transport for London and LTDA journey figures

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## **For further information:**

Vodafone UK Media Relations  
Telephone: 01635 666777  
<http://mediacentre.vodafone.co.uk/>