

## Sherbet London Taxis, the UK's leading all electric taxi operator appoints PR agencies, ahead of the Ultra Low Emissions Zone coming into effect.

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Sherbet London Taxis, the first all electric, British built, fleet of black cabs hit the streets to cut down on London's toxic pollution at the end of 2018 and has already nearly trebled in size as the leader in electric taxi operating in 2019. With 400 electric cabs across London and the South East all with wheelchair access, Sherbet London Taxis firmly ticks the social, environmental and corporate responsibility box for their clients in preparation for the Ultra Low Emissions Zone (ULEZ) coming into effect 08 April 2019 in London.

Representation Plus has been appointed to handle Sherbet London Taxis' travel media and trade relations and will be introducing industry opinion leaders and influencers to the new services to ensure Asher Moses achieves his vision: "Our new vision, powered by investment and belief in electric power technology, focuses on delivering technological and service excellence within Sherbet London Taxis' identified key verticals; Drive, Ride and Advertise".

"I have known Alison and her team for almost as long as I have been in the business and cannot think of a more connected person to help us get our messages to the right people", commented Asher Moses, "Having tried the service for herself Alison was convinced of the additional comfort and ease of booking and payment our new cabs and app provide, over and above the environmentally responsible impact achieved by using them", he added.

Sherbet London Taxis have also appointed Corporate PR and Government Lobbyists Newington Communications to handle their Corporate and Government Relations. The two agencies will work in tandem in order to achieve the best possible results for their client.

Sherbet London Taxis' CEO, Asher Moses, is convinced that companies in London and the South East will want to benefit from using his electric cabs, fixed rate services and online/app booking and payment facilities. **"Our evolution is about the future: the future of the industry, our children's future and the environment. We are establishing a community that truly supports safety, privacy, technology and accessibility, where customer service and excellence is key"** commented Moses **"Plus, we are working from the bottom up, putting the cabbies first and, in line with the Mayor's vision, have started the Renaissance of the Taxi Trade"** he added.

In the past Sherbet London Taxis has concentrated on individual passengers. Their world class level of Licensed London Taxi service, including 4g Wifi, aircon, and phone charging points, will continue enhanced by their new "Ride App". Individual passengers can book a luxury electric taxi using the app and see where the closest one is using their personal details or a corporate account.

Companies, airlines, London hotels, travel agencies and MICE organisers wishing to provide environmentally responsible journeys for their clients or team easily and cost-effectively are urged to sign their companies up for a, no minimum business, account to comply with the ULEZ.

Sherbet London Taxis are well known for their innovative telematic inside and outside branding opportunities which are now also available across the electric fleet. An airline can meet and greet their passengers or a hotel their clients as discreetly as

they wish including low key or fully branded electric cars, taking their own client experience further and achieving high visibility across London. Similarly, a conference organiser can meet and greet their delegates in their or their sponsors' livery. In all cases the Sherbet Taxi drivers act as their ambassadors.

- Ends -

NOTES TO EDITORS:

The ULEZ zone is being introduced by Transport for London from 08 April 2019 in an attempt to reduce congestion and pollution in the capital. Any vehicles entering the zone will have to meet new exhaust emission standards or they will have to pay a daily charge to enter the area. The zone will initially cover the same area as the Congestion Charge. Sherbet London Taxis are also converting their original fleet of non-electric cars.

For high-res images, to set-up an interview with Asher Moses or any further information contact:

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