

To Mrs Calvert
Licensing Officer Wirral

20 Winston Grove
Moreton Wirral
Merseyside

In support of my application for the licensing of my hackney carriage fuelled by LPG, I would like to point out that this is the only gas powered vehicle on the Wirral and my accompanying literature sets out the benefits of this vehicle for such use.

Prior to purchasing the East-Way Taxi I took it upon myself to do a measured amount of research and found that this Cab was the most economical, efficient and environmentally friendly Taxi around, despite being 16 years old. It has been fully refurbished by Essex Ford Motor Group, including a brand new engine and gear box.

I hope you will agree and that your findings will also be favourable.

Kind regards
Mr T Abiru

T Abiru

east-way

the environmentally friendly taxi

Welcome to the east-way taxis website

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The east-way combines all the best features of the traditional taxi with a modern engine and gearbox.

The engine has been developed by Ford specifically for use with Gas, and is based on the rugged Ford Ranger petrol engine. This is a commercial vehicle engine, designed for a long hard life of reliable service. The engine uses full modern electronic control to match engine and gearbox performance to optimise the fuel economy (27mpg with the brand-new Ford MonoFuel LPG engine) and the driving experience - just like a modern car!



Full east-way livery shown here is available as an extra cost option

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essexford

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east-way

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The team behind the east-way

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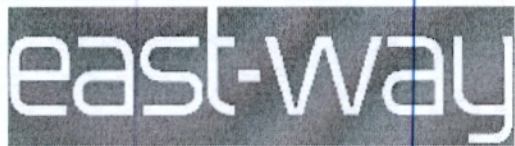
faq

The engineering design work for the **east-way** has been done by **Arrk Technical Services** in Basildon. Part of the global **Arrk automotive** engineering and development group; one of the largest automotive prototype producers in the world. The **LPG installation** has been designed in conjunction with **Nicholson McLaren Engines** to OEM standards. **EssexFord** is a substantial motor dealer group. It is currently training a dedicated workforce to build the **East-way** at its "state of the art" Lakeside workshops using systems and tooling designed by **Arrk**.



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the environmentally friendly taxi

Go green the smart way with an east-way

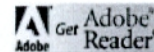
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The east-way taxi is a fully refurbished Fairway cab that includes all of these benefits:-

- Complies with the new London PCO emissions requirements
- A 12 month, unlimited mileage warranty
- A brand-new Ford MonoFuel LPG engine with all ancillaries
- A brand-new automatic 5 speed gearbox
- A brand-new exhaust system
- Save around 4p per mile compared with a new diesel cab
- Reduced servicing costs

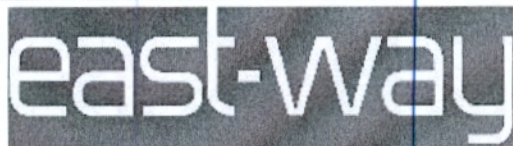


Click on the above image to view the April 2006 press release in adobe pdf format (opens in new window), or right click and select save target as to download to view offline. (2.41MB)



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the environmentally friendly taxi

Frequently Asked Questions about the east-way

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Welcome to the east-way Frequently Asked Questions (FAQ page). Below, we have tried to answer the most common questions visitors to this our Web site may have. If you find that your question is not answered on this page, please email us info@east-way.co.uk or call us during 9.00am - 5.00pm on 01268 244711

What is the east-way?

Aren't LPG Taxis unreliable?

Does the east-way meet the PCO pollution requirements?

Will the east-way cost more to run?

What is the east-way like to drive?

Is it difficult to find an LPG filling station?

What does the east-way warranty cover?

Will the east-way cost more to insure?

Can I have my own taxi converted to be an east-way?

Will the cost of LPG stay low?

Does the east-way lose any of its boot space?

Is the east-way engine as good as the Nissan?

Can I order an east-way with a manual gearbox?

Will an east-way conversion become available for the TX or MetroCab ranges?

What optional extras can I have?

Where do I buy an east-way?

Q. What is the east-way?

A. The east-way is a fully refurbished LTI Fairway taxi fitted with a brand new Ford LPG engine and automatic gearbox. It is overhauled, bumper-to-bumper, and comes with all new engine ancillaries, radiator and propshaft.

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Q. Aren't LPG Taxis unreliable?

A. Unreliable LPG converted taxis have been sold by others in the past. The reliability of any product results from high quality engineering using the best materials in the right way. The east-way uses an engine specially manufactured by Ford to use LPG with matching Ford automatic gearbox and Nicholson McLaren fuel supply products in an installation engineered by ARRK, one of world's leading automotive engineering companies.

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Q. Does the east-way meet the PCO pollution requirements?

A. Yes, and how. The PCO requires taxis to meet Euro 3 diesel NOx and Particulate (PM10) tailpipe emissions to be licensed after June 2006. The east-way produces no measurable particulates at all, and just 15% of the permitted NOx.

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Q. Will the east-way cost more to run?

A. No. Definitely not. Final tuning of the engine set up is continuing but already it can confidently be stated that fuel cost savings will be made. Accurate standardised figures for the Nissan are not available but comparing consumption

with the TX11, tested on the same Government consumption cycle, the fuel cost reduction will approach 4p per mile. Savings by comparison with the Nissan will be greater. In addition with service intervals at 12,000 miles, with an intermediate safety check, servicing costs will be reduced.

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Q. What is the east-way like to drive?

A. Uncannily quiet and restful. The engine is smooth and powerful; the gear changes imperceptible. You will need to watch the Speedo and the working day will seem much shorter. Book a test drive and see for yourself.

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Q. Is it difficult to find an LPG filling station?

A. No. Nationally more than one in eight filling stations sell LPG. There are 80 LPG stations within the M25.

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Q. What does the east-way warranty cover?

A. Everything but service items and damage for the first year, with unlimited mileage. Extensions will be available at extra cost for subsequent years.

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Q. Will the east-way cost more to insure?

A. No. Most insurers apply no loading for a professional LPG installation. Norwich Union has specifically confirmed that no loading on the East-way will be applied to their policies.

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Q. Can I have my own taxi converted to be an east-way?

A. Yes. The east-way is available for outright sale, part exchange or by conversion of your own Fairway. Conversions will only be done to vehicles on which it is possible to achieve the standards set for the east-way.

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Q. Will the cost of LPG stay low?

A. Yes. The Government is committed to promoting LPG as a road fuel and has announced that the differential in duty between LPG and petrol will decrease by 1p per litre per annum for the next three years. Further the Government has undertaken to give three years notice of any change in policy regarding LPG.

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Q. Does the east-way lose any of its boot space?

A. No. It loses neither its boot space nor its spare wheel. Because the east-way is mono-fuelled, the diesel tank is replaced by LPG storage under the boot.

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Q. Is the east-way engine as good as the Nissan?

A. The Nissan engine was ideally suited to the taxi in an age of cheap diesel and no pollution concerns. Those days are gone. The Ford engine in the east-way is a modern electronically controlled engine reflecting the progress made in recent years in engine design, electronics and reliability. The Ford engine used is based

on the rugged Ranger petrol engine designed for harsh commercial vehicle use. Its design life is equal to or greater than the Nissan it replaces.

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Q. Can I order an east-way with a manual gearbox?

A. With a modern electronically controlled engine and gearbox unit there is no practical fuel economy or reliability advantage in a manual gearbox. However, if there is a significant demand for a manual version which would justify the engineering investment required this extension to the range will be considered. Tell us if you would like to see this addition to the range.

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Q. Will an east-way conversion become available for the TX or MetroCab ranges?

A. The next proposed development for east-way is a conversion to the TX range and work will commence on this as soon as the proving trials for the east-way are completed. Currently a MetroCab conversion is not scheduled but we would be pleased to hear from interested MetroCab owners to attempt to gauge possible demand.

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Q. What optional extras can I have?

A. Optional extras available are:

- Full east-way livery
- Air Conditioning – Full or Drivers.
- Leather trim.
- Extended warranty. One or two years – various mileages.

Q. Where do I buy an east-way?

A. The east-way is available from **EssexFord** 01268 244711

Please tell us what you would like – Anything is possible – within reason!

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