

LADBROKE GROVE FIRM LAUNCHES TAXIS FOR CYCLISTS

Cabs that let you get on your bike

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A CAB service for weary cyclists which claims to be eco-friendly was launched today.

Climatecars runs a fleet of seven Toyota Prius hybrid cars with bike racks, allowing them to whisk up to three cy-

clists at a time direct to their front doors.

Once in the car, the bike owners can relax on leather seats with a free bottle of Belu eco-friendly water along with magazines and newspapers.

All customers have to do is call and the cab will be on hand to whisk them home at a cost of £2 per mile. It has

come at the right time, too. The number of cyclists in capital has risen by 83 per cent in the past year and mayor Ken Livingstone has even launched a TV ad campaign featuring the slogan: "You're better off by bike."

Hosting the start of the Tour de France last month brought 1 million cycle fans

to the streets and a bike festival in Hyde Park to mark the historic event further underlined how popular this method of transport is.

Climatecars, based in Labdroke Grove, claims that although many people cycle to work, some are just too tired at the end of the day to pedal all the way home – especially when the weather is atrocious.

And the company already has a celebrity client in T4 presenter June Sarpong, 30, who wanted to reduce her carbon footprint.

Sarpong said: "The service is splendid. It has definitely helped ease some of my guilt for having to take lots of flights for my work."

Company founder Nicko Williamson, 23, said: "We aim to give our customers a little more freedom. We hope to be running 24/7 in the next three to four weeks."



RACK THEM UP | The hybrid cars can carry three passengers as well as their bikes