

# TAXI BRANDING

As part of the implementation of Action 31 of the Taxi Regulation Review Report published by the Government in January 2012, the National Transport Authority (the “Authority”) developed a number of branding ideas for taxis and wheelchair accessible taxis. These were presented to the Advisory Committee on Small Public Service Vehicles (the “Advisory Committee”) for their consideration and advice. Following extensive deliberations, the Advisory Committee recommended to the Authority the adoption of the branding proposal shown below. The Authority has accepted this recommendation and has agreed to proceed with the implementation of this proposal for all taxis and wheelchair accessible taxis.



A unique feature of the branding is that it will contain the individual vehicle licence number associated with a particular vehicle, and it will also carry the Transport for Ireland logo, further aligning taxis with other public transport services.

The Authority will now proceed to put in place an “authorised supplier” arrangement for the supply and fitting of this branding. When the authorised supplier arrangement is finalised, the Authority will notify the industry.

## What do you need to know?

- 1 Under new regulations to be published later this year, from 1st January 2013 all taxis and wheelchair accessible taxis will be required to have the branding fitted in order to renew the vehicle licence. You will not be granted a new vehicle licence or be able to renew your vehicle licence from January 2013 unless the vehicle has been branded as specified by the Authority.
- 2 The branding will be fitted to the driver’s door and the front passenger’s door of each vehicle.
- 3 The branding must be fitted only by an “authorised supplier” appointed by the Authority.
- 4 This branding will be semi-permanent on the vehicle and if you change your vehicle you will have to arrange for a new set of branding to be applied to the replacement vehicle.
- 5 It will be up to each licence holder to purchase and arrange the fitting of this branding prior to their vehicle licence renewal inspection.

## KEEP YOURSELF INFORMED

Up to date information and answers to frequently asked questions on Action 31 and other actions underway, are available from the Authority’s website at [www.nationaltransport.ie/taxi-and-bus-licensing/taxi/taxi-review-implementation/](http://www.nationaltransport.ie/taxi-and-bus-licensing/taxi/taxi-review-implementation/)

Since the last Industry Update in July 2012, various additional fact sheets have been added to the website including an updated “Action 10 Fact Sheet” dealing with age limits for SPSVs from 2013. This updated fact sheet reconfirms that, during 2013, licences which have been the subject of a transfer since 8th June 2010 will continue to be subject to the current requirement that any replacement vehicle on such transferred licence shall be no older than the existing vehicle associated with the licence.

### Important Notice

This bulletin is for general information only. All information provided is subject to the formal adoption of updated SPSV regulations by the Board of the National Transport Authority. Copyright National Transport Authority 1st October 2012.