



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

FOR IMMEDIATE RELEASE

November 15, 2010

No. 469

www.nyc.gov

MAYOR BLOOMBERG AND TAXI COMMISSIONER YASSKY ANNOUNCE THREE FINALISTS TO BE THE NEW, EXCLUSIVE NEW YORK CITY TAXICAB

The "Taxi of Tomorrow" will be First-Ever Taxicab Custom-Built for New York City

New Yorkers can Vote on the Features They Want in the Taxi of Tomorrow at NYC.GOV

Survey Participants have Chance to Win One Year of Free Taxi Rides

Mayor Michael R. Bloomberg and Taxi and Limousine Commissioner/Chairman David S. Yassky today unveiled the three finalists to be the new, exclusive New York City taxicab. The competition, called the "Taxi of Tomorrow," will introduce the first-ever custom-built taxicab specifically designed for New York City. The Taxi of Tomorrow project includes a public input campaign where New Yorkers can vote of the features they want to see in the next New York City taxicab. The winning vehicle will be the exclusive New York City taxicab for a minimum of ten years and will be chosen from among several competitive proposals. The three designs selected as the finalists to be the Taxi of Tomorrow are submissions from Ford Motor Company, Karsan USA and Nissan North America, Inc. The three finalists can be viewed at the Taxi of Tomorrow website, located at www.nyc.gov, and New Yorkers can log on to the site to vote on the features they want in taxicabs. Survey participants will also be entered into a contest to win a year's worth of free taxi rides. The Mayor announced the finalists in the Blue Room of City Hall, where he also was joined by Katherine Oliver, Commissioner of the Mayor's Office of Media and Entertainment, which designed the Taxi of Tomorrow website and the Public Service Announcement; and by Deborah Marton, Executive Director of The Design Trust for Public Space, the sponsor of the free taxi ride contest and a member of the Taxi of Tomorrow Stakeholder Committee.

"The yellow cab is one of the most iconic symbols of New York City," said Mayor Bloomberg. "Taxis have been an important part of our mass transit network for more than a century and we are going to create a new taxi for our City that is safer, greener and more comfortable than the ones we have today. While the City has long set the standards for our taxis – including working to make our vehicles more fuel efficient – the City has never before worked with the auto industry to design one taxicab specifically for New York City, until now. We want New Yorkers to take part in this process and tell us the features they want to see in the Taxi of Tomorrow."

"There have been many visioning exercises involving forward-thinking designs for futuristic, new taxicabs over the years," said Commissioner Yassky. "This project marks the first

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