



 **BRUNO**
for your independence

NYC TAXI BRUNO® PILOT RESULTS November 20th, 2008

Turning Automotive Seating™ (TAS™)
and
Interior Platform Lift



STATISTICS

54 million Americans have a disability

- 8 million use mobility devices
 - At least 84% can transfer into Bruno Turning Automotive Seating

Additionally:

Senior population will grow to
1/3 of population by 2020

PILOT

Three Toyota Sienna Taxis

- One Bruno TAS Seat installed in each taxi
- One Bruno Interior Platform Lift installed in each taxi

Results (Jan '08 – Sept. '08)

- **TAS Seat (125 uses)**

Worked every time; No malfunctions/cab down time;
No seat comfort complaints; Surveys showed drivers
and passengers liked it 100% of the time

- **Interior Platform Lift (93 uses)**

Worked every time; No malfunctions/cab down time;
Surveys showed drivers and passengers liked it
100% of the time

VIDEO DOCUMENTATION



SAMPLE PASSENGER COMMENTS FROM SURVEYS

- “What a brilliant and thoughtful way to accommodate a passenger with compromised capacity.” (World Traveler)
- “Very convenient and easy to use. I am impressed. Thank you! Bring more of these to NYC.” (NYC Resident)
- This was an excellent ride - safe and secure. The special seat made getting in and out easier. (NYC Resident)

DRIVER COMMENTS

- Approximately 70% of TAS Seat users gave a better tip (\$8-10 vs. average tip of \$3-4)
- Helping passengers with the Bruno products increased driver job satisfaction
- Drivers can now pick up passengers who are unable to use an everyday taxi



SUSTAINABLE

- Bruno products require no vehicle structural modifications; taxi can be returned to original state for resale
- Bruno products can be removed from one taxi and installed in another



VALUE FOR ALL

Passenger

- Works for most people:
 1. Many people with traditional disabilities
 2. All able-bodied passengers
 3. People who can walk but struggle to get in and out of taxis (people in the “middle”)
- Safe and convenient transportation
- Breaks down transportation barriers and moves in the direction of equal access for all

VALUE FOR ALL

Vehicle Owner

- Broadens customer base
- Increased tip potential
- Easy to use
- Installs in new or existing vehicle
- Cost effective vs. conversion van
- No vehicle modifications
- Taxi functions same as before install
- Can install in next vehicle

Bruno Support

Funding

- Auto manufacturers have mobility programs that will give up to \$1,200 back to offset vehicle owners' cost

Installation/Service

- Will be available at a greater NYC location

Warranty

- One year parts and labor

Financing

- Options are available for low monthly payments (local taxi industry financing has been secured)

CONCLUSION

- Bruno Seat and Lift Pilot was a Success
- Users Found Bruno Equipment
 - Very helpful
 - Easy to use
 - Extremely reliable





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