

## The Ad Man Offers Downtown Toronto a Free Ride

By Gordon Koppang

GO Mobile Media president Wil Kozma pitches the “Eco Cab”

<http://youtube.com/watch?v=Dv5JNf6aKzE&feature=related>

GO Mobile Media calls them “Eco Cabs,” but they’re really the “most effective advertising media in the outdoor sector”. The manufacturer boasts that its “mobile advertising media” gives corporate customers “exceptional recall value” and “excellent image transfer.” A fleet of 28 Eco Cabs will pitch Lipton Tea while they shuttle passengers free of charge in downtown Toronto. The cabs will run between 10 a.m. and 6 p.m. Monday – Wednesday and 4:30 p.m. – 12:30 a.m. Thursday – Saturday. The corporate largesse begins May 1<sup>st</sup> and will run till September 30.



Built by Velotaxi in Germany, the pedal-electric cabs can accommodate two adult passengers and a child under twelve. The company’s “outdoor ad medium” came to prominence during the 2004 Athens Olympics, and again at the 2006 World Cup in Germany. More than 3000 Velotaxis are already operating in London, Paris, Dublin and New York.

The Velotaxi is a purpose-built commercial vehicle. The distinctive bodywork is made of recycled plastic. The price? A lofty \$13,000 – each! Don't be shocked. A four-wheeled pedal electric cab built by Advanced Vehicle Design in Germany rings in at almost the same price, and the English-made Cycles Maximus rickshaw will set you back at least \$10,000 when fitted with the superb Lynch motor electric assist.

The Competition:



AVD (Germany)



Cycles Maximus (England, New York)



Main Street Pedicabs, Inc. (Broomfield Colorado)

The North American headquarters for Velotaxi ([www.velotaxi.com](http://www.velotaxi.com)) appears to be in New York ([www.bicytaxi.com](http://www.bicytaxi.com)). The Cycles Maximus cab is sold in North America by Revolution Rickshaw, also in New York ([www.revolutionrickshaws.com](http://www.revolutionrickshaws.com)). Main Street Pedicabs in Broomfield CO. builds three models of upright pedicabs. Decked out with all the options, their top-of-the-line “Broadway” cab rings in at less than \$5000.

If you want to crush the competition (metaphorically or literally) or if you just want to carry three passengers in grand style, get yourself a Rhoades Car four-seater.

