

Tuesday 2nd April, 2013



ICONIC BLACK CABS GET 4G MAKE-OVER TO BECOME UK'S 'FASTEST' TAXIS

Fleet of iconic black cabs receive a superfast make-over to offer free mobile 4G to passengers across London and Birmingham

From Tuesday 2nd April, EE will launch a fleet of 50 fully branded 4G-enabled black cabs – the *4GEE Taxis* – across London and Birmingham giving passengers the opportunity to trial superfast mobile 4G for free.

The *4GEE Taxis* form part of EE's nationwide roll out of its 4G network and will be active for three months with 40 decked out cabs in London and 10 in Birmingham. Each car has been fitted with a state-of-the-art MiFi wireless router that acts as a mobile 4G hotspot connecting the cabs to the UK's only superfast 4G network.

Passengers wanting to trial the superior mobile internet experience simply text from their smartphone and will be sent a personalised code to connect to EE mobile 4G, allowing them to browse, download and email for free for the duration of their journey.

Every day over 200,000 black cab journeys are taken across London¹ alone and over 40% of smartphone users across London and Birmingham say they have been late for a meeting while in stuck in traffic. However, 1 in 5 commuters said it would make their day less stressful if they had access to the internet whilst travelling in a taxi. By fitting a fleet of 50 taxicabs with superfast 4G, EE hopes that passengers will see the time-saving benefits of using its 4G network on the go.

Spencer McHugh, Director of Brand, EE said: "The first motorised black cabs hit the streets in 1901, nearly 70 years before the first mobile phone was available to consumers, now we are bringing this icon of British transport into the 21st century with a 4G make-over. We hope this trial will demonstrate the benefits of a superior online experience as users can browse, download, catch up on emails, Tweet and check Facebook literally at the speed of light. We can't make taxi journeys any faster but we can certainly speed up people's smartphones".

The campaign was delivered in conjunction with Verifone Media, and was created by Saatchi & Saatchi. It was planned by media agency MEC and specialist OOH agency, Kinetic.

For more information on EE, please visit www.ee.co.uk.

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¹ TfL <http://www.tfl.gov.uk/corporate/modesoftransport/7311.aspx>

For further information, images or comment from an EE spokesperson, please contact the team at M&C Saatchi PR:

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Notes to editors

About the 4GEE Taxis

The *4GEE Taxis* will be servicing the central metropolitan areas of both London and Birmingham.

Participating cabs can be identified by their distinctive EE-branded aqua livery.

Passengers wanting to trial the EE 4G experience can simply text from their smartphone to receive a personalised code that allows them to log on to the superfast service and start browsing.

About EE

EE is the most advanced digital communications company in Britain, providing mobile and fixed-line services to 27 million customers, and is the first company in the UK to provide 4G mobile services alongside fixed-line fibre.

EE is the company that runs the Orange, T-Mobile and EE brands in the UK.

Its 4G service will cover more than half of the UK population by June and EE continues to improve the speed and reach of the UK's first 4G network. Its fibre service already covers 50% of the population. EE's mobile service currently provides coverage to 99% of the population with 2G and 98% of the population with 3G.

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About Verifone Media

VeriFone Media is the only taxi advertising company to offer both traditional taxi livery advertising and digital screens inside more than 3200 cabs, providing advertisers a way to engage directly with passengers during their journey.