

# Executive Motoring

## LASG, Landcraft in metropolitan taxi deal

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**D**etermined to tackle the problems of persistent traffic jams and rickety cabs from the roads of Lagos State, the state ministry of Transport, an indigenous firm known as Landcraft Logistics Limited and the Lagos state taxi cabs association, recently signed a Memorandum of Understanding (MoU).

The MoU is aimed to enable them enjoy the best of taxi cabs system that could be found in any part of the world. During the MoU signing ceremony, permanent Secretary, ministry of transport, K.A. Junaid commended the company for partnering with his ministry, to tackle the problems of hold-up from the metropolises.

He appealed to other

private sector players to assist the government in its bid to deliver top quality transport facilities to Lagosians. He commended the plans and the structures which Landcraft Logistics has promised to deploy a world class taxi cab transport systems which he described will be one of the best in the world.

In his remarks, the managing director of Landcraft Logistics, Samuel Samuel assured the government and the good people of Lagos State that his company will deliver on its promise. Samuel disclosed that the first sets of the cabs will be launched by the State governor in January 2008.

He said that 2000 brand new taxis are already on ground for the commencement of the project, adding that an additional 500 brand new cabs will soon be added to the fleet.

Samuel stressed that his company is an indigenous firm, stressing that it is only Nigerians that will sort out the country's problems.

He promised that his company will give the taxi cabs drivers association adequate training to ensure that the project succeeds.

Responding, the President of the Lagos State Taxi Cabs Drivers Association Lateef Oseni assured that his members will not disapprove the state government and the good people of the state.

Oseni disclosed that his members are well organised, promising that his members eagerly look forward to the commencement of the project.

In an interview with the managing director of Landcraft Logistics Limited, disclosed that the sum of N15 billion has been earmarked for the project.



Samuel disclosed that the project will go a long way in reducing traffic jams from the roads, adding that corporate organisations like banks, insurance and other firms will be approached to encourage

their staff to patronise the state of the cabs, keep their cars at home and board the cars to and from their offices.

The Landcraft Logistics boss stated that (his) will compete favourably with

the cabs in New York and Singapore adding that the cabs will be on the roads for 24 hours. He assured that taxi fares will be moderate, explaining that commuters will be billed per mileage billing system.

## Ride-On: Antidote to tyre punctures

**A**ll over the world, one common feature of all business interests in traveling. It could be by road, water or road. For me, I do a lot of traveling which is like one of the must-obey commandments of my profession as a journalist

That means, unlike the vast majority of people, I pass through various cases of incidents on the road in the form of natural and artificial pot-holes and gullies, be it in the rainy or dry seasons, perhaps more than some average travelers.

It was out of this concern that Bauer Investments Limited, franchise owners of automotive products and allied services, prior to the yuletide and new year period renewed its nationwide public enlightenment to motorists on the importance of installing the Commercial High Speed Formula called, Ride-On Tyre protection system, a tyre technology product on their tyres, renowned for its safety features, than any of its many benefits across the globe.

For Kayode Thomas, chief executive, Bauer Investments Limited and product's country representative, the step taken

By the company was motivated by its concern to contribute its quota on safety on Nigerian roads. a



L-R: Kayode Thomas, Country Manager, Ride-On Tyre Protection System, Dchei Moore, Sales and Marketing Manager, Bauer Investments Ltd., at the press briefing on Road Safety and Benefits of Ride-On Tyre protection system in Lagos

large percentage of which is traceable to tyre bursts.

The soft-spoken Kayode Thomas disclosed that beyond sealing tyre punctures, Ride-On has cooling effect advantage, thereby reducing sudden incidences of blow-outs. It can be used on cars, four wheel drive vehicles and heavy duty trucks running on new or 'tokunbo' tyres.

The unique product is a revolutionary gel that helps balance tyres and gives it self-sealing effect. It uses fibres that are six times stronger than steel, and can even help main-

tain tyre pressure up to 500 percent better than untreated tyres.

Properly inflated tyres that are balanced run cooler and last longer, less flexing, bounce and fatigue and elongates tyre life by more than 25 percent.

It comes with added advantage of improving fuel economy by obviating resistance, (maintaining proper tyre pressure), which may give rise to increase in fuel consumption, harmless to tyres and wheels, inhibits corrosion, it is water dispersible, non inflammable, non-hazardous and can be

suitable on retreaded tyres. Ride-On can withstand all weather conditions.

Since entry into the market, the country manager said that, it has remained one product that has positioned itself as a market leader and pioneer for safety.

"As the market leader, we are able to offer our customer more than what the average company can offer. We do not just sell sealant, we provide real added value to motorists and other stakeholders. We realize how critical our tyres are to safety on roads".

## Carsownship debuts, benchmarks after-sales back up

**W**ith a pledge to offer the best in centives and first class after-sales back up, the management of Carsownship Nigeria Limited recently threw its doors open for business activities.

Located in Victoria Island, Lagos State, the company said despite being new, it has sold some units of Toyota models adding that several steps would be taken in 2008 to meet customer's demand and uplift the fortune of the company.

Chief Operating Officer of Carsownship, Orby Iwunwa Chukwuka, said while conducting journalists round its showroom, that plans are in top gear to complete its after-sales facilities. The COO who has put in more than ten years in the automobile business explained that customers, who acquire

vehicles from them would be entitled to "manufacturers warranty".

Chukwuka, also explained that inline with its vision, would later expand its network to Abuja, Portharcourt, Kano and other locations across the country. Emphasising its resolve to provide first class service, Chukwuka said the company has put necessary structures in place to meet the demand of more customers in 2008 and beyond.

On his part, the company's executive director, Prince Martins Okorwurie, who spoke in a similar vein said the feedback so far received indicated that the new company has taken the right step, which, according to him is intended to protect and promote both the company and its prospective customers.

### Automobile Watch

In our determined effort to serve you better, our motoring desk will throughout this year, be publishing your complaints and experiences on-wheels.

To this end, members of the motoring public are invited to let us know in writing about the performance of their vehicles, especially brand new cars.

This feedback mechanism, we hope, will to a large extent position automobile manufacturers, franchise owners and other stakeholders in the industry for a better service delivery to the buying public.

Such reactions should be sent to [motoring@businessdayonline.com](mailto:motoring@businessdayonline.com)