

# Ryde Taxis ahead of the game for customer comfort and easy use



Frank Allen with the new Ryde Taxis card reader. 0411-P46892

HAD a great night out but got no cash for the taxi home?

Ryde Taxis has solved this problem by fitting each cab out with chip-and-pin machines.

The long-established business, which has the largest fleet of taxis on the Island, has now become the first to accept in-cab credit card payments.

Manager Danny Partridge explained: "For our customers' ease, we have installed these machines. So if people have no cash on them and are worried about getting home, they can rest assured with Ryde Taxis."

The firm has always been ahead of the times and has long been fully-computerised. This means that when customers phone to book a taxi, the switchboard staff immediately know via the phone log what the history of the customer is.

This means regulars don't have to repeatedly give out their details, and people who usually do the same journeys don't have to keep explaining the route and timings.

The system allows 50,000 bookings in advance for up to two years which means corporate or private clients can book regular journeys, or even special occasions such as Christmas or to meet ferries for holidays, etc.

The drivers are fully-uniformed in navy blue and white, with distinguishable details, and there are 40 taxis in the fleet — all fully sign-written and easily identifiable.

Ryde Taxis covers the Island and mainland and offers a fully-flexible service, although the bulk of work is done in the Ryde area. The switchboard is fully manned, 24 hours a day and 365 days a

**By Sue Lupton**

year, so there is always a vehicle ready to come your way whatever the time of day.

The firm is the only taxi company that has achieved the IW Council's trading standards approval, so it comes fully recommended. All the drivers are CRB checked and are trained at Brockenhurst College to NVQ and BTEC diploma levels.

The fleet of cars is impressive and there is plenty of choice for corporate customers, such as the VW Touareg, Grand Chrysler Voyager or a Mercedes.

Anything up to 16-seaters are available and Ryde Taxis has the largest fleet of wheelchair accessible taxis on the Island. The cars all carry booster seats for children, too.

Ryde Taxis has a dozen female drivers. They guarantee they won't be beaten on price, so call them today for a quote and to find out more.

## Factfile

**Name:** Ryde Taxis

**Established:** Early 1970s

**Members of staff:** 58

**Contact:**  
811111 — 24 hours a day

**Website:**  
[www.rydetaxisltd.com](http://www.rydetaxisltd.com)



Dan Partridge, left, and Frank Allen in the Ryde Taxis office. 0411-P46894 Below, executive limousine. 0411-P46893



Michael Oakes, left, and Amy McGlinn with one of the Ryde Taxis cars. 0411-P46891