

Taxi of Tomorrow – Rules Adoption



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Why have a Taxi of Tomorrow?

The Taxi of Tomorrow is being built specifically for NYC roads and for NYC taxi owners, NYC drivers, and NYC passengers

With current taxi vehicles:

- Not designed to be used as taxis – it's really a police car or a conventional passenger car.
- Few amenities for passengers- the paying customers that keep the taxi industry running.
- Many modifications are done to stock vehicles, which can affect the frame of the vehicle or have unknown safety implications.
- No amenities for people with disabilities.
- A symbol of NYC that lacks a coherent, unified design.

Why not just have lots of choices?

- Owner business interests are not always aligned with what's desirable for passengers, residents, or drivers.
- Manufacturers won't invest the enormous sums of money required to develop an improved vehicle without an exclusive deal in place.
- The general trend of the taxi industry shows that owners prefer one vehicle provider that dominates the market (Checker, Chevrolet, Ford).
- The City can leverage its clout to ensure benefits for everyone- we can partner with a manufacturer and make them take into account passenger, driver, and owner needs.

From off the rack, to a place at the design table

Taxi of Today

Ordinary passenger car not designed for
24/7 use

Taxi elements designed by someone
else and added later

No passenger or industry input into vehicle design

No additional safety testing after
taxi elements installed

Taxi of Tomorrow

Commercial-grade vehicle designed
for the realities of NYC taxi use

Taxi elements engineered by vehicle manufacturer
and installed at factory

Manufacturer takes into account what owners,
drivers, and passengers want into design

Vehicle is safety tested by manufacturer with
all taxi elements installed



Project Timeline

- 2007: Stakeholder Committee & Project Kickoff, Released RFI, hiring of Ricardo
- 2009: Released RFP
- 2010: Received 7 responses & selected 3 finalist candidates
- 2011: Received Best and Final Offers (BAFO) & Selection of Nissan
- November 2011: TOT Design Expo at Madison Square Park
- April 2012: Vehicle revealed at the NY Auto Show
- **October 31, 2013: Anticipated launch of the NV200 Taxi**



The NV200 Taxi – Unique Features

- Safety-tested to Federal standards with the partition and all taxicab equipment installed.
- Passenger airbags are designed around the partition.
- Passengers and Drivers have fully separate climate control systems so they can each choose their own cabin temperatures.
- Transparent ‘SkyRoof.’

Unique Features cont'd

- Deployable step and grab handles to assist entry and exit.
- Customized and comfortable seating materials – as strong and cleanable as vinyl with the comfort of leather.
- Driver's seat is covered in special breathable fabric and is fully adjustable (including recline) with a partition installed.
- Passenger controlled reading lights.

Unique Features cont'd

- 150,000 mile power train warranty at no additional cost. 36,000 mile bumper-to-bumper warranty at no additional cost. Accessible version also has a 100,000 mile warranty on all modified/added parts.
- Partition, specially designed roof light, trouble lights, other hack-up elements included in purchase price and installed at factory or by dealer.
- Floor lighting to help Passengers locate dropped objects.
- USB Charging stations for phones, tablets, etc.

Unique Features cont'd

- Partition has ergonomic built-in tray to hold receipts and currency.
- Easy-to-open sliding Passenger doors to help prevent 'doorings' of cyclists.
- Built-in Driver navigation system (GPS).
- Lower-annoyance horn and 'horn light' to help enforcement of quality-of-life issues.

Accessibility

- Every NV200 taxi will have features for people with disabilities:
 - Hearing Loop and Intercom.
 - Deployable step and entryway handles.
 - Space for service animals.
 - Wide entryway and a completely flat floor.
 - High-contrast markings on entry step and seats.
- Nissan has partnered with Braun to produce and sell as many wheelchair-accessible vehicles as desired, up to 100% of NV200 taxis.
- There will be a fixed maximum cap of **\$14,000** for additional fees for conversion. Final conversion price is TBD, but will be in the range of \$12,000 to \$14,000.
- The wheelchair-accessible NV200 will have all of the features and amenities of the unconverted version.

Why not just allow more hybrids?

- Ricardo advises that technology is already changing, hybrids will be out of date in the near future, and alternatives are coming soon.
- Hybrids help solve environmental problems but do not address safety, service, comfort, or accessibility issues.
- Federal law prevents TLC from mandating hybrids or minimum fuel economy.
- After 7 years of hybrid taxi availability, less than 50% of taxis use this technology. A large number of owners just won't buy them.
- Partnership with Nissan gets the City a pathway to fully-electric taxis.

Vehicle Testing

- Nissan has robust internal processes to design, test, and build durable vehicles.
- The NV200 taxi is a commercial-grade vehicle designed to last longer than the designated retirement age set by TLC.
- In addition, Nissan has done substantial research on the taxicab industry and on NYC street conditions.
- Nissan purchased multiple new and used present models of taxicabs and subjected them to detailed examination.
- On-road vehicle testing in NYC will be conducted in early 2013.

Vehicle Images



Rule & Contract Features

- **12,237** medallions will be used exclusively with the NV200 taxi or Wheelchair-Accessible NV200 taxi.
- The following medallions are exempt from the requirement to use the NV200, but may choose to use it:
 - All **231** Wheelchair-Accessible restricted medallions will continue to use approved Wheelchair-Accessible vehicles.
 - **496** unrestricted medallions that choose to purchase a Wheelchair-Accessible vehicle (exemption given with TLC permission).
- The **273** alternate-fuel medallions will continue to use approved hybrid vehicles.
- Any new medallions sold after January 1, 2012 will have the choice of using the Wheelchair-Accessible NV200 or another approved Wheelchair-Accessible vehicle.

Key Contract Items

- In the event of widespread inability to obtain key parts or service for the NV200, Nissan will compensate vehicle owners for excessive downtime (at the rate of \$100 per day).
- Fleet owners will be able to be certified to do warranty work on their own cars (Nissan will have an approval process and a deadline to be certified).
- MSRP at launch is **\$29,700** with predictable set increases over the life of the contract.
- Nissan will always keep a 30-day supply of NV200 taxis available to dealers in the NYC area.
- There will always be a minimum of 3 Nissan dealers in the 5 boroughs selling the NV200 taxi (and 5 additional dealers within 25 miles).

Rules & Contract Implementation

- Notice was placed in the *City Record* and The Taxi of Tomorrow contract was available for public viewing from June 1 through June 15, 2012.
- A public hearing was held on June 15, 2012 by the Mayor's Office of Contract Services (MOCS) and no comments were received.
- Passage of the proposed rules means that:
 - Beginning **October 31, 2013** all new taxicab vehicles will be Nissan NV200 taxis (unless the medallion has an exemption).
 - The Rules will acknowledge that formerly aftermarket hack-up items are included in the standard NV200 taxi vehicle (except for meter and T-PEP).

Lease Cap Changes in 2013

- Vehicle owners will have some transition costs and different operational costs in adopting the new vehicles.
- Fleets can charge a higher gas surcharge rate for TOT or other conventional fuel vehicles.
- DOV agents can charge a higher rate for NV200 or wheelchair-accessible vehicles.

New York is Leading the Way

- Our partnership with Nissan lets us make improvements in vehicle quality in ways that were never before possible.
- London announced they will approve a modified version of the NV200 taxi – imitation is the sincerest form of flattery.
- The NV200 is also expected to be used in Tokyo.
- The Taxi of Tomorrow project is setting a global standard.
- “If I can make it there, I’ll make it anywhere”.

Thank You & Questions



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