



IRU initiatives for safer taxis

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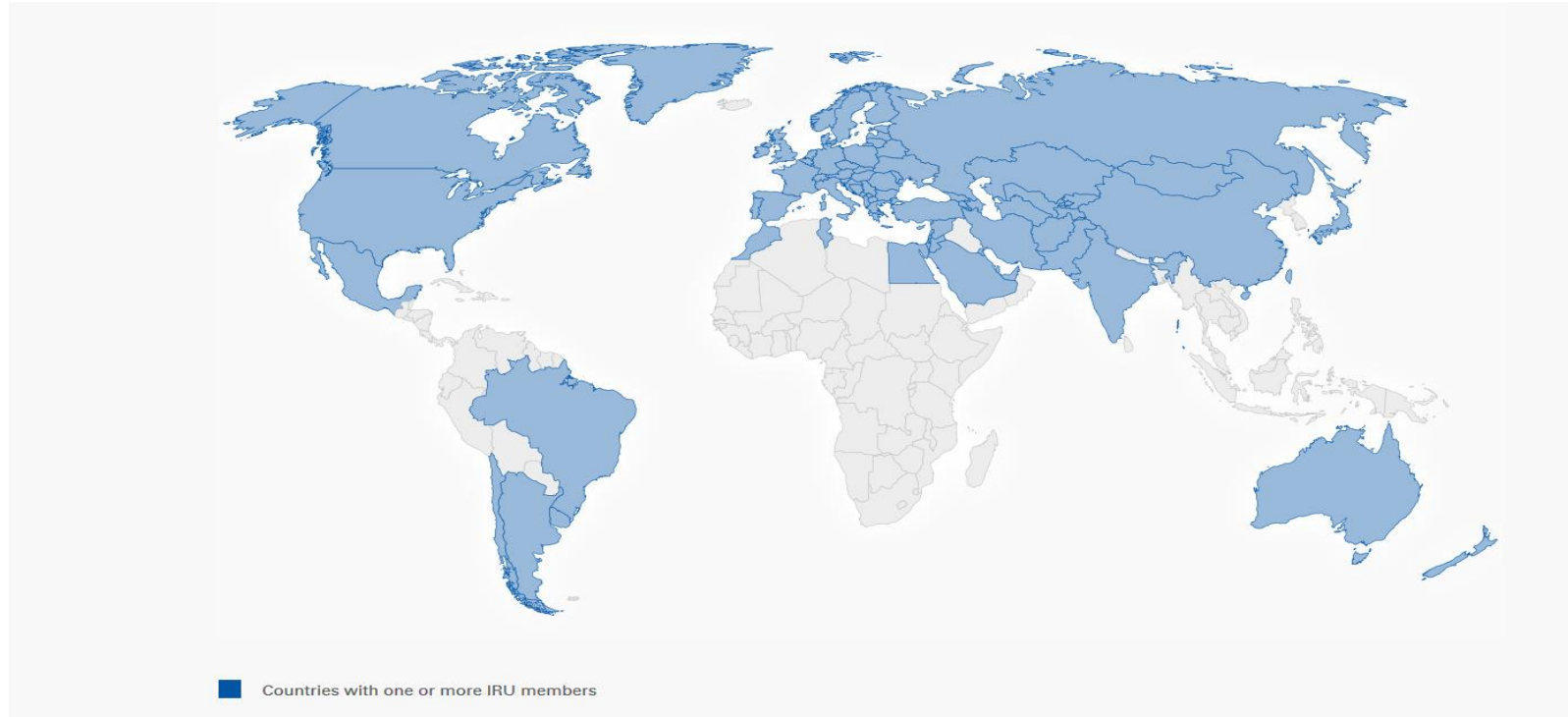
iru.org

Evolution of IRU membership



1948: 8 Founding Member Countries

2016: present in over 100 countries



This is the IRU



- Freight Transport Council



- Passenger Transport Council



- Taxi Group

IRU Global

A row of international flags, including the United States, Argentina, and others, flying in front of a modern glass skyscraper under a clear blue sky. The flags are on tall poles and are waving in the wind. The building is a tall, modern structure with a grid of windows.

IRU activity extends across Africa, the Americas, Europe, the Middle East and Region, as well as Asia Pacific and Eurasia.

Globally, our mission is to promote initiatives around mobility, safety, community and sustainability, as well as assisting members in implementing UN road transport conventions.

Innovation and Services

It is IRU's vocation to lead road transport into the future. Our focus on innovation is not limited to providing new services to taxi operators, but fostering ways to make our entire industry work smarter.

An Innovation Department is in place, as well as a dedicated **Mobility Innovation Task Force**, composed of IRU members' experts, focusing on new mobility and business concepts, and enabling technologies.

The Task Force currently focuses on:

- ✓ Electric mobility
- ✓ Digital platforms and aggregators
- ✓ Automated driving
- ✓ Mobility-as-a-service

EU Projects

Within the EU, IRU Projects runs projects supported by the European Union, in partnership with several hundreds of partners, including leading companies and innovators.

These projects contribute to new policies, services, training materials or other solutions that foster increased sustainability and safety of road transport. IRU Projects cooperates closely with EU authorities, governments, industry and business partners. **The aim is to deliver benefits to members and society through research and innovation projects**, notably in the following areas:

- ✓ Building vehicles of the future
- ✓ Connecting vehicles with infrastructure
- ✓ Mobility as a service concepts
- ✓ Improving urban mobility
- ✓ Road safety

A wide-angle, high-angle photograph of the interior of Grand Central Terminal in New York City. The image captures the grandeur of the space, featuring three large, arched windows with intricate ironwork at the top. The floor is a polished, light-colored stone, reflecting the ambient light. Numerous people are seen walking through the terminal, some in motion, creating a sense of activity. On the left, a large American flag is partially visible. The architecture is classical, with high ceilings and ornate details. The overall atmosphere is one of a busy, historic public space.

Training – the IRU Academy

The IRU Academy is the world's leading professional road transport training organisation.

The IRU Academy is the only global body dedicated to road transport training (taxis, bus and truck) with internationally recognised courses (crash prevention, eco-driving etc.)

The Academy is partnering with leading companies and training institutes, to jointly develop training curricula.

IRU Academy Taxi Programme



- Basic defensive driving and eco-driving principles;
- Emergencies;
- Ergonomics and driver fitness principles;
- Basic communication and customer care techniques.





Road Safety at Work: Online Course for Managers

by Cranfield University, EASST and IRU Academy

www.easstacademy.org

Taxi – Anytime, Anywhere



- 24/7 availability, with customised door-to-door service
- **Safe** travel with professional drivers
- **Green** today, greener tomorrow with the **comfort** and **accessibility** that customers want!



Taxi – Anytime, Anywhere



IRU Best Practises for Taxi Drivers



The Taxi Driver's Checklist

Professionally driven taxis are an essential link in the mobility chain. However, any accident or incident involving a taxi, regardless of who is to blame, can have a negative impact on the image of your profession. Your constant alertness helps to ensure your safety and that of your passenger(s), and other road users.

As a taxi driver, you must drive in a highly responsible manner at all times and show your professionalism by anticipating and forgiving foolish or unsafe behaviour by other road users, no matter how annoying. Your behaviour can help avoid accidents, improve the image of your profession and help your industry oppose unnecessarily restrictive regulations.

ARE YOU PREPARED?

Your life and the lives of other road users depend on your alertness and reactions in an emergency!



Professional driving is very demanding, so you need to stay fit, physically and mentally. **Eating and drinking healthily and taking regular exercise** will help you to feel better, drive better and live longer!



Respect the legal requirements related to working time. Failure to respect working time rules is a punishable offence that could endanger your job. Use your rest hours... to rest!



Adjust your seat so you are sitting as comfortably as possible, with all controls within easy reach. Ensure your head is positioned to benefit from the head restraint in case of an accident. Make sure you sit well back in the seat to avoid straining your back.



Don't drink alcohol before and during driving or take any kind of drugs or medication which may impair your driving skills. Avoid heavy meals before and during driving, as these may make you feel drowsy.



Even if the law does not oblige you to do so, **please wear your seatbelt as a good example to your passengers and encourage them to do the same** if the law obliges passengers to wear a seatbelt, inform them of this.



Don't continue driving if you feel drowsy - STOP! Get out of your vehicle, stretch your legs, get some fresh air and the necessary rest.

...AND IS EVERYTHING ELSE READY?

ECO-DRIVING SAFELY FOR TAXIS

Think economically and environmentally!

ECO-driving is not only an easy and cost-efficient way to reduce fuel consumption, greenhouse gases and accident rates, but is also an attitude and respect for society as a whole. In order to help drivers adjust their driving behaviour to different situations, the IRU has developed this checklist of smart, smooth and safe ECO-driving techniques.

BEFORE THE JOURNEY



Maintain your vehicle

Maintain proper engine oil and air filters to keep vehicles running efficiently. Use the appropriate fuel as recommended by the manufacturer to keep the engine clean and performing efficiently. Always consult the vehicle's owner manual for proper maintenance.



Check your tyres

Keep tyres properly inflated at least to the tyre pressure recommended by the manufacturer (10 to 15 percent over recommended pressure saves fuel!). Check it frequently. This alone can reduce the average fuel consumption by 3-4%. Under-inflated tyres increase rolling resistance and increase fuel consumption. They also wear more rapidly. Check the vehicle's owner manual or the tyre pressure label for minimum cold tyre inflation pressure. Axle alignment on all axles and toe in / toe out on the steering axles should also be checked and kept as recommended by the manufacturer.



Use on-board devices

Use dynamic navigators to bypass congested routes and lead to less idling as nowadays many cars are fitted with an on-board navigation. An on-board computer may help to save time and take the right routes. Use car fuel saving devices such as on board computer to monitor the fuel consumption.



Travel "light"

Unload as much as possible as soon as possible. Remove unnecessary weight

IRU Best Practises for Taxi Drivers



IRU Taxi Accessibility Guidelines

IMPROVING THE QUALITY OF THE SERVICE BY MAKING TAXIS MORE ACCESSIBLE FOR PERSONS WITH DISABILITIES AND PERSONS WITH REDUCED MOBILITY



GENERAL RECOMMENDATIONS

Identifying a customer's disability does not tell you anything about that person's abilities. Customers with the same disability often need different types of assistance in order to travel independently.

Ask directly what kind of assistance the passenger might need. Asking shows courtesy and respect for the customer's needs and abilities.

Act only according to the passenger's wishes. Careless assistance may cause severe pain and could do more harm than good.

A calm and friendly attitude will make the situation easier. Pay attention to your own gestures and movements. If you are asked to repeat or write what you've said, do so calmly and pleasantly. If the passenger has difficulties or moves slowly, be patient and do not make him/her feel uncomfortable about minor mistakes.

Once inside the vehicle, you should offer to help the customer with the seat belt, and should not set off until the passenger is seated and secure.

During the journey, avoid all sudden movements or stops. Careful driving and politeness creates confidence among passengers and also among other drivers on the road.



Read more in the
IRU Taxi Accessibility Guidelines on
www.iru.org/index/en_accessibility



TAXI ACCESSIBILITY CHECKLIST

IMPROVING THE QUALITY OF SERVICES TO PERSONS WITH DISABILITIES AND/OR REDUCED MOBILITY



Recommendations to taxi drivers to help improve the quality of services offered to their customers and, in particular, to customers with disabilities and/or with reduced mobility.

The world is changing



IRU's approach

A person's hands are shown holding a blue compass. The compass is open, and the person is looking through the lens. The background is a blurred view of the sea and sky, suggesting a maritime setting. The compass has a white face with black markings and a blue needle. The person is wearing a blue long-sleeved shirt.

Real sharing economy vs. commercial transport intermediaries

Same service, same rules

A regulatory framework that guarantees safety and security of customers and fair competition

Rules must be set at the most appropriate level

IRU's approach



- IRU proposes the extension of the scope of legislation on **access to the profession** for road passenger transport operators **to include the taxi and hire car with driver sector**.



- In Europe – European Commission must give a clear signal – adapted access to profession rules

BUILDING A STRONGER AND
SMARTER TAXI



GLOBAL
TAXI
NETWORK

UpTop – the IRU Global Taxi Network

IRU created UpTop, the IRU Global Taxi Network, to promote legal, reliable, high quality and safe taxi services by making use of the latest smartphone technology for taxis.

UpTop has become the world's fastest growing taxi network with partners on five continents and 500,000 taxis representing more than 12% of the worldwide taxi market.

The IRU is currently creating a dedicated common interface to ensure fair and efficient roaming for all UpTop partners, thus enabling customers to use their local taxi app anytime & anywhere in the world.



Dispatching



Safety



Service Quality



Fares & payment



No Discrimination



Accountability



Lawfulness



**UP
TOP**

**Use your local taxi app
anytime & anywhere in the
world**

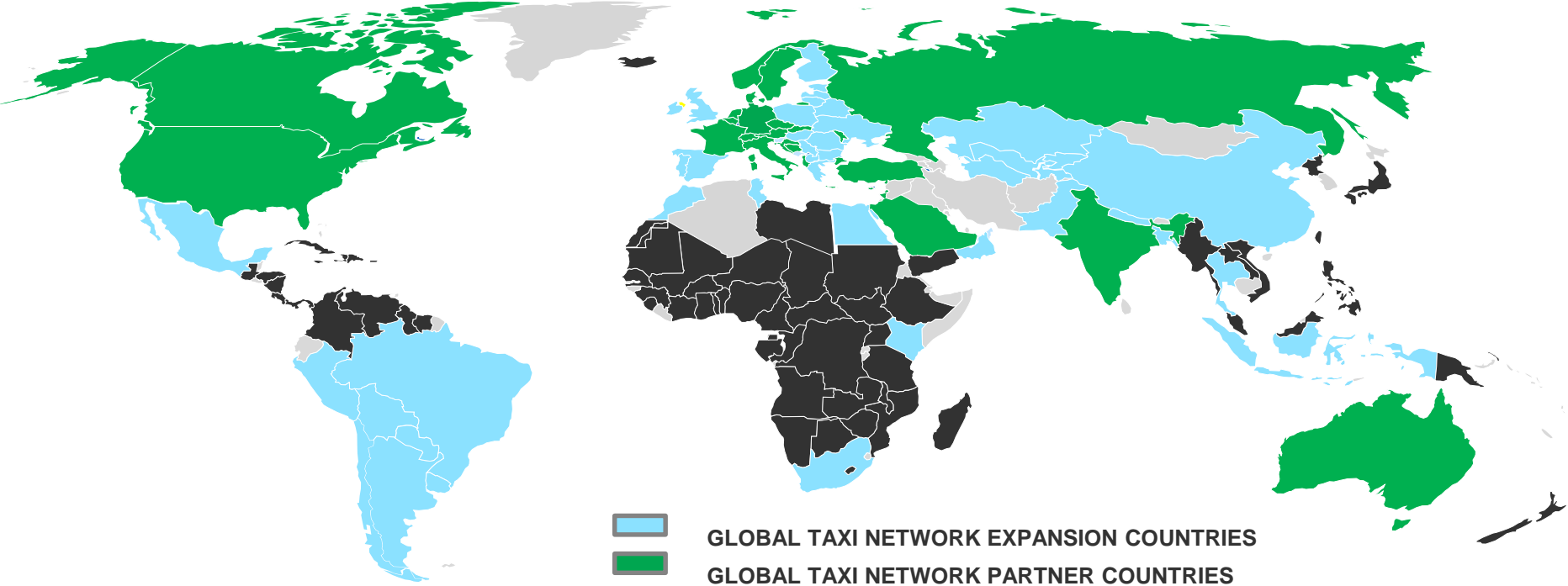




Taxi Deutschl.



Anytime, anywhere



The image features a vibrant, futuristic city street scene in the background, with tall buildings and cars. Overlaid on this scene is a complex network of blue lines and dots. Several circular icons are placed at various points in the network, including a Wi-Fi symbol, a cloud, a smartphone, a laptop, a house, and a car. The overall color palette is a mix of purples, blues, and greens, creating a high-tech, digital atmosphere.

The Taxi of the Future

A nighttime panoramic view of Cologne, Germany, featuring the illuminated spires of the Cologne Cathedral on the left, the Rhine River in the foreground, and the Hohenzollern Bridge crossing the river. The city skyline is lit up against a twilight sky.

Join us

7th International IRU Taxi Forum
Cologne, 5 November 2016

European Taxi Fair
More than 14,000 visitors
100 exhibitors/14 countries



For more information

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