

FREE MAGAZINE OCT 2025

TACSAÍ

IRELAND'S ONLY FREE INDEPENDENT TACSAÍ MAGAZINE FOR DRIVERS & INDUSTRY PROFESSIONALS

NOW ONLINE

www.tacsaimagazine.com



QUIZ TIME – SEE P29 WIN BOX OF HEINEKEN

REVIEW: LEAPMOTOR C10 – SEE P22



Download the
Lynk Driver app



Add documents
for approval



Get your first
week **FREE**



**GET YOUR
FIRST WEEK FREE**

Discover the all-new
MGS5 EV
at Frank Keane MG



Best Price. First Time.

☎ 01 485 1996 ✉ help@taxifair.ie
📍 21A Clanbrassil Street Lower, Portobello, Dublin 8, D08 TD60

Join thousands of TaxiFair insured drivers today.



EDITOR LETTER

As the Christmas lights twinkle across Irish towns, our taxis become the unsung heroes of the festive season. We're the ones ferrying shoppers home with their gifts, getting families to reunions, and ensuring everyone gets home safely after the office party. It's a demanding but vital time of year.

In this special issue, we take a hard look at the forces shaping our trade. We've got a full review of the new Leapmotor C10 EV on Page 22, a bit of festive fun with our Christmas Quiz on Page 29, and a crucial read on Page 36: An Open Letter to Every Driver Still on Uber. It's a powerful call for solidarity, examining the recent app shutdown protest against a business model that threatens to drive down fares for us all.

Wishing you safe driving, good fares, and a very Happy Christmas. Thank you for your vital role in our communities.

Stay safe,

The Tacsai Magazine Team

READ US ONLINE
www.tacsaimagazine.com



**GOT A STORY?
GET IN TOUCH
WITH RONAN
CALL: 085 199 8321**

NPHTA
unifying our trade

PRINTED BY

WP
webprint

WWW.WEBPRINT.IE

TACSAI MAGAZINE

All correspondence should be addressed to:

Tacsai Magazine, 4 Castleknock Mews, Old Navan Road,
Castleknock, Dublin 15

Creative Top Publishing Ltd. publishes Tacsai Magazine.
Company registration No. 534480

No part of Tacsai Magazine may be reproduced without the
prior consent of the publisher.

Disclaimer

Views expressed by contributors are not necessarily those of
the publisher.

Designer: Patrick Browne Design

Tel: 086 831 9322

Email: hello@patrickbrowndesign.com

Tacsai Magazine is stocked in each taxi firm in Dublin, Cork, Galway and Limerick. Most ranks have "Rank Reps" who have a stock of magazines. Additionally, the magazine is available in the following locations:

01. Skan Taxi centre, Tolka Valley Business Park.
02. Emo Station (Mount Brown), Kilmainham.
03. Discount Till Rolls
04. TTnH Offices, Santry Hall Ind. Est.
05. Fonthill Motor Factors.
06. Harbour Radiators.
07. The Kesh at Dublin Airport.
08. Fonthill Autoparts.
09. Hailo, 12 Upper Mount Street.
10. Dublin Corporate Cabs, Ballymount Ind Est.
11. Phoenix Motors, Prussia Street.
12. South Dublin Autos.
13. Ozone Cabs
14. Go Service Station, Kylemore Road.
15. Excel Auto Parts, Old Naas Road



TRANSPORT INDUSTRY
CONSULTANTS

BECOME A CONTRACTOR WITH YOUR OWN TAXI OR BUS

BE A CONTRACTOR WITH

BUS ÉIREANN / HSE / ETB / LOCAL LINK

YOU TENDER - NO COMMISSION - YOU RECEIVE 100% PAYMENT

TRANSPORT INDUSTRY CONSULTANTS

WE PROVIDE:

EXPERT ADVICE ON GOVERNMENT TRANSPORT TENDERS

100% ADMINISTRATION & PAPERWORK SUPPORT

GUIDANCE TO MAXIMISE YOUR CHANCES OF SUCCESS WITH TENDERING

CONTRACT AWARDS ARE SUBJECT TO THE OUTCOME OF THE OFFICIAL TENDER PROCESS

✔ You Choose the Contract ✔ You Choose the Price



WhatsApp text for more info

089 211 9151



info@letsconsult.ie



www.letsconsult.ie

Our Limited Company is covered by Professional Indemnity & Public Liability Insurance



Electric Vehicle “Scandal” Leaves Taxi Drivers Facing Massive Financial Loss, Says NTAC

Tony Roe, Chairman of the National Transport Assembly Committee (NTAC) and spokesman on taxis, has raised the alarm on what he describes as a “scandalous” and “immoral” situation targeting taxi drivers who purchased electric vehicles (EVs).

Roe claims that drivers who invested heavily in new EVs are now being offered “measly” trade-in values when they look to upgrade after three years, a practice he calls “counterproductive” and “lunacy.”

“One particular driver... bought [a Nissan Leaf] for 47,000 euros and 36 months down the road... he was offered a measly 3,000 euros on the car,” Roe stated.

He reported another driver with an MG, originally costing over €40,000, being offered a “paltry 3,000” as well.

Roe attributes this to a “form of resentment” from car salesmen, arguing that the grant received by drivers is being used as an unjust justification for the low valuations.

“The justification... seemed to be that... ‘Didn’t you get a grant for that?’... No, that is irrelevant, because they are getting the cash regardless.”

He likened the practices of many in the motor trade to the famous fictional character Arthur Daley, quoting

Daley’s catchphrase, **“Make contact with the customer understand their needs. And sell them something they would be better off without”** However, he highlighted one notable exception, praising ND Motors for its fair approach. **“The only one that I could say that seems to stand there above the credit... would be ND Motors... Peter Butterley offered him ten grand of a trade-in.”**

The NTAC is now advising all drivers considering an EV to confront dealerships upfront. “We’re advising them to consult with the management... tell them that you intend trading the car in three to four years’ time, and what can you expect?... if it doesn’t seem very competitive to you... take your business elsewhere.”

Roe concluded by urging affected drivers to contact the NTAC, as he plans to take the issue to the Consumer Protection agency and the European Commission to seek a resolution.



Tis the season to TaxiFair!

☎ 01 485 1996 ✉ help@taxifair.ie

👤 21A Clanbrassil Street Lower, Portobello, Dublin 8, D08 TD60



Join us today

- ✓ **Best Price, First Time** - Tailored policies and transparent pricing.
- ✓ **Unmatched Loyalty** - Over 90% policy retention every month.*
- ✓ **Choice Not Compromise** - More choice with three insurers to get you the best price and policy.
- ✓ **Speed and Convenience** - Same day service for certificates and out of hours support.

*Data collected from all TaxiFair renewals offered with an effective date between 01.01.2023 and 31.12.2024
TaxiFair Insurances Limited T/A TaxiFair Insurances is regulated by the Central Bank of Ireland.



LEGENDS OF THE METER

The Characters Every Irish Taxi Driver Knows

Every shift begins the same: turn the key, adjust the seat, reset the meter... and then wait. You never know who's going to open the door next. That's the beauty — and the madness — of the taxi trade in Ireland. Over time, drivers build up a mental gallery of characters so vivid they deserve their own passport. They come from every county, class, and corner of the world, but somehow, they all fit into the same handful of unforgettable types.

Here are the true legends of the meter — the passengers every driver knows, whether you're working in Dublin 15, Cork City, Galway's Latin Quarter, Donegal Town, or the late-night chaos of Limerick on a Saturday.

The Exact Change Warrior

Armed with a small plastic bag of coins that must be used today, this passenger refuses to leave the taxi until the fare is rounded down to the nearest cent.

Ask for €15? They produce €14.97 and stare you down like it's a hostage negotiation.

A driver in Blanchardstown summed them up nicely: "You'd swear I was running a bank, not a taxi."

The Multi-Stop Maestro

Their journey starts simple — "just around the corner". Five stops later you've collected their friend, dropped

a key to their cousin, swung by the shop for "just two minutes", and waited outside a flat while they "grab something".

You've travelled 11 kilometres and haven't made it 500 metres from where you started.

The Phantom Tipper

This is the hero who insists they're "great tippers". They'll talk for the entire journey about how they always look after drivers.

When the meter stops, they hand over the exact fare — rounded down.

The Backseat Tour Guide

Usually a tourist, sometimes a retired uncle who once lived in Rathmines in the 80s.

They will narrate every landmark, every traffic light, and every decision you make.

"You could go left here, but right is grand too, although left might be quicker. Ah no, you went right — brave."

The Surprise Celebrity

Ireland's small, so this happens more than you'd think. You get halfway through the journey before realising you're driving a well-known GAA manager, a Fair City actor, or the lad off TikTok who reviews Supermac's.

They're usually sound. They usually tip well. And yes — they always say, "don't be putting this on Instagram".

AUTOBOUTIQUE

PROTECT YOUR TAXI



Leather-look
seat covers for
taxis.
Fully fitted and
guaranteed.

- WATERPROOF
- DUSTPROOF
- EASY WIPE-CLEAN

NEW
DESIGN
DOUBLE
STITCHING



!!!NEW!!!

IN STOCK

SET OF HEAVY-DUTY

CAR MATS & BOOT MATS

(SIMILAR TO THOSE FEATURED HERE)

TO SUIT ALL CARS & VANS



AUTOBOUTIQUE

61B KEEPER ROAD, DRIMNAGH, DUBLIN 12

085 784 3098

The Midnight Philosopher

Appears only after 1am and has strong opinions on:

- Life
- Love
- The country
- Immigration
- The GAA
- Taylor Swift
- Why Guinness “isn’t the same” since 2009
- The exact solution to housing, education, healthcare, transport and your own personal problems

By the end of the journey, they’re either your new best friend or asleep.

The Sleeping Beauty

They’re grand at the start — a bit quiet, bit tired.

Five minutes in: completely unconscious.

The real challenge?

Waking them up at the other end without starring in their nightmares.

The Boot-Fuller

Usually an airport run. You arrive expecting one suitcase, and suddenly they appear with:

- Three giant bags
- Two boxes
- A sports bag
- A wedding dress

- Something that looks suspiciously like a slow cooker
- You become an Olympic-level luggage engineer, performing feats of geometry to make it all fit.

The Human Spotify

Sometimes charming, sometimes chaotic.

They ask, “Mind if I put on a tune?” and suddenly your speakers are blast-testing Romanian techno, Nathan Carter, Afrobeat, Christy Moore, or a 9-minute remix of Country Roads.

If it’s good, you’ll save it. If it’s not, you’ll pretend you don’t know how to turn it down.

The Absolute Legend

Every driver has one.

The regular who brightens your whole shift — friendly, respectful, fair, never in a rush, never causing drama. Tips when they can, chats when you feel like chatting, quiet when you don’t.

They are, in every sense, the reason you keep doing this job.

Because Every Taxi Has a Story

Taxi drivers don’t need fiction — the day’s work provides enough characters to fill a Netflix series. Some are hilarious, some are hard work, some are unexpectedly kind. But all of them, together, make the Irish taxi industry what it is:

a living, rolling, ever-changing portrait of the country.



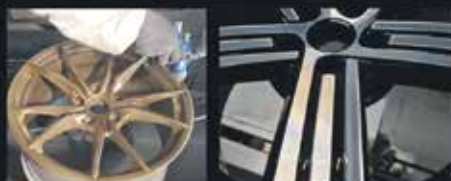
The Wheel Repair Specialists

- Cracked Wheel Repairs
- Alloy Wheel Straightening
- CNC Diamond Cutting
- Alloy Wheels Colour Change

Did you Know ?

For the fraction of the cost of a new alloy wheel you can have your alloy wheels looking like brand new again?

www.alloywheelsireland.ie | accounts@alloywheelsireland.ie



Special offer for December

20% OFF ALL REFURBS

Alloy Wheel Repair Specialists in Newtown Co Wicklow

Call Alan on 085 785 30 32

Chat on WhatsApp



NEW
ALL-ELECTRIC
TOYOTA C-HR+



ARRIVING SPRING 2026

- Range Up to 606 km*
- Up to 10 years or 1 million kilometres EV battery care**
- Service pack included (3 years / 45,000 kms whichever comes first)

FROM

€395**
PER MONTH

RETAIL PRICE FROM €41,355[^]



BUILT FOR A BETTER WORLD

**Terms and conditions apply. [^]Excludes paint, delivery and related charges.

*This range applies to the grade Toyota C-HR+ 77 kWh battery with 18" wheel. This range reflects the expected combined WLTP range result and is pending homologation prior to final confirmation. The 77 kWh battery is referring to gross battery capacity. **Toyota's confidence in the quality of the battery is reflected in a guarantee it will retain at least 70% of its capacity up to 10 years, covered by the original EV Manufacturing Warranty until 8 years or 160,000 kilometres, and with the additional Extended Battery Care up to 10 years or 1 million kilometres driven that is activated by an annual EV Health Check. (Terms and conditions apply).



THE CROSS-BORDER RUN

Tales from the Dublin–Belfast Line and the Donegal–Derry Circuit

If you've ever pointed the bonnet north and watched the kilometres tick into miles, you'll know the cross-border run is unlike any other shift on the Irish taxi circuit. It's part road trip, part cultural handshake, part logistical puzzle — and occasionally, part stand-up comedy routine. Whether you're clocking the M1 from Dublin to Belfast or weaving through the rolling hills between Donegal and Derry, cross-border taxiing has its own rules, rhythms, and characters.

A Shift That Starts with the Weather Forecast

Cross-border work isn't for the faint-hearted. You can leave Dublin in soft drizzle and hit sleet by Newry or leave Buncrana in sunshine and reach Derry in a monsoon. Drivers say the first rule is simple:

Prepare for four seasons and two jurisdictions.

One Donegal driver summed it up brilliantly:

"Down here we don't check the apps — we look at the cows. If they're lying down, you're in trouble."

The Border That's Invisible... Until It Isn't

For most passengers, the border is just a signpost. For drivers, it's a series of subtle switches:

- Kilometres become miles
 - Euro becomes sterling
 - Phone roaming quietly slips on
 - Insurance terms & conditions sit at the back of your mind
 - The rules of the road become cousins, not twins
- Insurance is the big talk. Many taxis cover the North without issue, but plenty don't — and drivers swapping

stories in Letterkenny or Dundalk will tell you the same thing:

Always ring your insurance and get it in writing.

Airport Runs: The Bread and Butter

Ask any taxi driver what brings them over the line, and one answer is guaranteed: airports.

Dublin → Belfast International

These runs usually start with early-morning bleary eyes and one big question: "Is this fella really going to make a 6:10am flight?"

Traffic is unpredictable, security queues fluctuate wildly, but the run is reliable money.

Donegal → City of Derry Airport

A staple of the northwest. Passengers range from business travellers heading to London, to families emigrating to Glasgow, to holidaymakers hoping for a sunny escape despite the Donegal drizzle.

And then there's Belfast City Airport, small but mighty — and often the quickest turnaround for drivers from Lough or south Armagh.

The Passengers Who Make the Miles Fly

Every driver who crosses the border has their own cast of characters:

- The Lad Who Forgot His Passport

Always discovered just past Jonesborough.

- The Granny Going to Glasgow

The entire boot filled with wheaten bread, Tayto, and gifts for all 27 grandchildren.

- The Belfast Business Traveller



60 Euro Branding Replacement

Includes free removal of old branding

Fleet Wraps - Colour Change - Motorsport - Van Graphics
Safety Signs - Banners - Scaffolding Wraps - Display Products



01 497 7378 - www.insigniasigns.ie

Unit 47, Block 1, Western Parkway Business Park, Ballymount Drive, D12 EE38



30+ Years of History

With over 30 years of experience in the signage industry, Insignia Signs & Display Group Limited has a proven track record of delivering exceptional visual solutions to businesses across a wide range of industries and sectors.

Construction &
Site Safety



Retail - Events &
Hospitality



Property &
Facilities



Education &
Healthcare



Farm &
Equestrian



Motorsport
Livery



Call: 01 497 7378 | www.insigniasigns.ie

Laptop open, coffee in hand, and determined to take work calls over every inch of the M1.

- The Tourist Who Thinks Derry and Donegal Are Basically Dublin

A special breed. Every driver has met them.

The Currency Chaos

Most drivers carry a mix of euros, sterling and an emergency stash of coins that appear to date from the Good Friday Agreement.

One Dublin driver joked:

"I've €5 in the ashtray, £6 in the glove box, and none of it matches the fare anyway."

Thankfully, contactless payments have solved half the problem — though passengers will occasionally insist on using "that wee purple one" they dug from a drawer.

The Craic at the Pump

Fuel stops are where border drivers thrive — the legendary stations at Killeen, Muff, Newtowncunningham, Jonesborough and Bridgend are gossip central.

One Donegal taxi man told us:

"I've learned more about Northern politics in the queue for diesel than from any election leaflet."

The Stories That Stay with You

Cross-border taxiing has produced some legendary tales:

- A passenger who fell asleep at Swords and woke up in Strabane convinced he'd time travelled.
- A stag party from Glasgow who bought half the passengers in the airport bar drinks — at 8am.
- A driver who once did Dublin Airport → Ballybofey → Derry → back to Dublin Airport in a single 14-hour marathon. "Never again," he says, though no one believes him.

A Line on the Map, A World of Work

The border may be quiet now — no checkpoints, no delays, just a gentle shift in signs and accents — but for taxi drivers, it's a working road that tells a thousand stories. It's where the Republic meets the North, where passengers swap currencies, where drivers swap weather warnings, and where the craic flows as freely as the traffic doesn't.

Whether you drive it daily or have only done it once, the cross-border run is one of the great routes of the Irish taxi trade — unpredictable, profitable, and always memorable.

The Martina Roe Lay Counselling Society: Healing Through Community from Cork to Belfast

The Martina Roe Lay Counselling Society, which has spread nationally "from the top of the world to the bottom of the world, and from Belfast down to Cork," is offering a unique, activity-based approach to mental well-being for those in the transport industry.

The society is run entirely by volunteers who are "experts in the pain and the bereavement" because they have experienced it themselves. Their philosophy is proactive: to combat loneliness and isolation by getting people out of the house and engaged with life.

"What we prefer to act natural, and we pretend to look at the mental ability that people that were seen know when come out with us," explained Tony Roe. The society provides a packed weekly schedule of free events to achieve this:

Friday Nights: A meet-up involving music, dancing, and a meal.

Sunday Afternoons (2 PM): A weekly meal with fellow drivers, often accompanied by music.

Monday, Tuesday & Wednesday Nights: A "taxi

dance" at the Keaden Hotel in Newbridge from 8 PM to 11 PM, with buses from town, free tea, and biscuits.

The group also organizes highly subsidised trips away, having previously offered a recent trip to Lanzarote for €385 including flights & Hotel for a week.

Roe emphasized the transformative power of this community. He cited an 83-year-old member who found a "new lease of life" after losing his wife. *"Money can't buy this. A doctor will give you a pill... but no doctor can give what we're giving. And that is the will to live."*

The society's message is clear: **"Don't moan about it, do something about it."** They encourage anyone feeling lonely or struggling with bereavement to make contact through the magazine or the committee to find companionship and a renewed purpose for living.

GET THE MGS5 EV FROM €10,845*



Rapid Charging

10% to 80% in 28 minutes**


Up to 480km WLTP Range

Longer lifespan battery

0-100km in 6.3 seconds



If you have been approved for an EV grant and are interested in learning more about the new MGS5 EV call us on 01 96 33 258.

 www.frankkeanemg.ie

*Price shown based on the MG S5 Excite 49kWh battery & includes a €20,000 available Tax Grant and €3,500 SEAI grant. Price quoted includes delivery & related charges. Final eligibility subject to approval.
**Rapid charging times based on 64kWh battery vehicle.



Frank Keane

HALFWAY CABS

A South Dublin Mainstay for Over 30 Years



In the evolving landscape of Dublin transport, few names carry the heritage, community presence and reliability of Halfway Cabs. Based in the heart of Crumlin, the company has spent more than three decades serving residents, visitors and businesses with a trusted, round-the-clock taxi service.

From its earliest days, Halfway Cabs established itself as a local transport lifeline. What began as a small operation rooted firmly in the community has steadily expanded into one of South Dublin's most recognisable and relied-upon taxi providers. Today, the company operates an ever expanding fleet, offering a wide mix of 5-, 6-, 7- and 8-seater options to accommodate everything from solo commuters to family groups and corporate bookings.

A Service Built on Scale, Flexibility and Reliability

Halfway Cabs' enduring success comes down to three fundamental strengths:

- A large, diverse fleet: With hundreds of vehicles on the road, the company can handle peak-demand periods, airport transfers, busy weekends and special events.
- Vehicle versatility: Their multi-seater taxis make group travel, nights out, and family journeys far easier than relying on standard four-seaters alone.
- 24-hour availability: Whether it's the early hours of the morning or the last run home after a late shift, Halfway Cabs has always emphasised "always on" service.

Deep Community Roots

Located in Crumlin, an historic suburb that has grown into a densely populated urban area, Halfway Cabs has become an integral part of daily life. For countless residents, they're not just a transport service but a familiar local presence: the dependable taxi firm around the

corner, known for quick response times and drivers who genuinely know the area.

As Dublin's transport needs change, this strong community connection continues to be one of the company's biggest strengths.

Navigating a Changing Transport Industry

The taxi industry faces more competition and technological change than ever before: ride-share apps, digital booking expectations, and rising operational costs all play a role. Halfway Cabs' long-term success has been built on adapting to these challenges while keeping the focus on what customers value most, reliability, customer care and availability.

Looking forward, operators who blend modern digital tools with traditional local service will stay ahead. Halfway Cabs' longstanding presence in the community puts it in a strong position to continue evolving with the city.

A Pillar of Transport in Dublin 12 and Beyond

For more than 30 years, Halfway Cabs has done more than simply transport passengers. They've connected neighbourhoods, supported local life and provided dependable mobility across South Dublin.

In a city where transport options are constantly shifting, their commitment to availability, versatility and community remains unchanged, making Halfway Cabs one of the most trusted names on the road.





DRIVERS WANTED

CONTACT
KEITH - 085 141 8735



CHARGES



€100
per week

OR



€20
per day

charges operated on a 24/7 work shift basis

**Boasting a Consistent Customer Flow from the
Black Forge Inn**



SERVICED AREAS

- ✓ CRUMLIN
- ✓ DRIMNAGH
- ✓ WALKINSTOWN
- ✓ DUBLIN 8
- ✓ TERENCE
- ✓ TALLAGHT
- ✓ RATHFARNHAM
- ✓ BALLSBRIDGE
- ✓ BLUEBELL
- ✓ HAROLDS CROSS



FAIR FARES



- Always Enter the Full Meter Fare
- Drivers Don't Pay Passenger Discounts
- No Commission on Cash - 0%
- Low Weekly Subscription
- 24/7 Driver Support

GET YOUR FIRST WEEK FREE



GET YOUR FIRST WEEK **FREE**



Download the
Lynk Driver app



Add documents
for approval



Get your first
week **FREE**

SCAN



ME

Gain access to a network of loyal high value passengers with 24/7 driver support and no commissions on cash fares.



Light up your holiday season

☎ 01 485 1996 ✉ help@taxifair.ie

👤 21A Clanbrassil Street Lower, Portobello, Dublin 8, D08 TD60



and join TaxiFair today!

- ✓ **Best Price, First Time** - Tailored policies and transparent pricing.
- ✓ **Unmatched Loyalty** - Over 90% policy retention every month.*
- ✓ **Choice Not Compromise** - More choice with three insurers to get you the best price and policy.
- ✓ **Speed and Convenience** - Same day service for certificates and out of hours support.

*Data collected from all TaxiFair renewals offered with an effective date between 01.01.2023 and 31.12.2024
TaxiFair Insurances Limited T/A TaxiFair Insurances is regulated by the Central Bank of Ireland.

The ever-changing Irish SPSV Insurance Market

A News Update from TaxiFair Insurance

Ze-Gone

The SPSV insurance market continues to be a focal point of discussion as we approach the last quarter of 2025. Most recently, Zego, often described as an 'insurtech unicorn', announced that they are leaving the Irish market, leaving thousands of customers seeking a new insurer in an already small market.

Solvency

Zego's exit, based on their own PR and recently published accounts, does not appear to be related to solvency issues. So, if you are currently with Zego and have a claim (or are already dealing with a claim), there should be no concerns over their ability to handle, or pay, those claims—which is reassuring.

The dilemma

If you have several months left on your Zego policy, should you stick with them until cover expires, or seek a new insurer now? While Zego appear able to pay claims, if you have a clean record but then experience a claim in the remaining months of your policy, what happens at renewal? Will you still be able to get a quote from another provider with a claim on your record? That will largely depend on whether a claim is open or settled, how much was paid, etc. All theoretical unknowns, of course. Ultimately, if you can't get cover elsewhere, you will fall into the Declined Cases Agreement with Insurance Ireland. While this guarantees you will get a quotation, it generally comes with higher premiums and less cover. So, there is definitely an argument that if you can move insurer now, you should strongly consider it.

Exciting developments

While Zego's exit from the market is a shame—competition benefits everyone—at TaxiFair we have been working on bringing a new entrant to the market for over 12 months. This new entrant will launch in October. The timing is certainly more luck than judgement, as no one foresaw Zego's sudden exit, but it is welcome news at a time when many customers need a new insurer.

The product

The new product is underwritten by Accelerant Insurance and will be arranged and administered by Ornella Underwriting, based in Wexford.

For context, Accelerant Insurance holds an AM Best financial strength rating of A- ("Excellent"), reflecting the group's robust financial position. They are widely renowned as a forward-thinking, technology-led specialty insurer—a perfect fit for the Irish SPSV market. Accelerant Insurance

are part of Accelerant Holdings, which listed on the New York Stock Exchange in July, this year.

Accelerant writes policies via local partners, which is where Ornella Underwriting come in. Based in Wexford, Ornella Underwriting bring the local underwriting expertise, systems, and administration to bring the product to life. At TaxiFair, we will be working with Ornella daily to meet the needs of Irish SPSV operators and drivers.

Cover

The new product will offer more choice for customers, as well as comprehensive coverage including the important essentials: unlimited windscreen cover (if using an approved repairer), breakdown, radio, roof sign and meter cover, plus fire brigade charges (essential if driving an EV). It will also be the only product in the Irish market to include Public Liability cover as standard, at no extra cost—a great development for those with Bus Éireann contracts.

Importantly, it will provide competitive pricing for newer entrants into the SPSV market, which we are seeing more and more of in 2025.

Choice

TaxiFair entered the Irish SPSV market 10 years ago with a mission to bring much-needed competition. This new offering builds on that commitment. As we continue to grow, our focus remains on helping customers go to work—if we can't enable you, we have no position in the market. Going forward, with three insurer partners, we are better positioned to help more drivers than ever before.

They say two's company and three's a crowd... so why not join the crowd at TaxiFair? One broker. Three insurers.

TaxiFair

Offering choice and unrivalled expertise in the Irish SPSV market for 10 years.



WHAT'S REALLY HAPPENING WITH TAXI SUPPLY IN IRELAND?

"There are no taxis anymore!"



If you've ever tried to get a taxi on a Saturday night or after a major concert, you've almost certainly heard the same frustrated refrain: **"There are no taxis anymore!"** Politicians say it, passengers swear it's true, and drivers just roll their eyes. But is it really that simple?

The reality, like most things in the taxi trade, is far more complicated. It's a story woven from shifting numbers, policy decisions, basic economics, and a fair bit of misinformation. So, let's cut through the noise and look at what's really happening with Ireland's taxi supply.

First, it's important to understand that the official number of taxi licences doesn't tell the whole story. A licence on paper doesn't mean a car on the road. Many licences are dormant, held by drivers who only work part-time, or belong to an older generation who have significantly cut back their hours. So while the official count might look stable on a spreadsheet, the actual fleet of active taxis during peak times is much smaller.

This touches on a critical issue: the ageing workforce. A large portion of taxi drivers are now over 55, with many well into their 60s. This means more retirements, fewer drivers willing to work gruelling double shifts, and a natural tendency to avoid the chaos of late nights. As this experienced cohort steps back, they are not being replaced quickly enough by new drivers. The path to getting a licence is now longer, with waits for the entry exam, while sky-high insurance costs and stricter car rules make it a less appealing prospect for a younger generation who might prefer delivery gigs or other flexible work.

At the same time, demand for taxis has exploded. We've seen a huge growth in concerts and live events, a strong return of tourism, and later nightlife patterns. People are also relying on taxis more than ever to fill the gaps in public transport. So even if the number of cars had remained perfectly static, demand has surged right past it.

This shortage isn't felt equally everywhere, of course. In Dublin, you might find plenty of cars during the day, but a desperate shortage after midnight. In regional cities like Cork or Galway,

weekends can be tight. And in smaller towns, the service often vanishes after 11 p.m., relying heavily on seasonal drivers during the summer months.

Technology has also reshaped the landscape. Ride-hailing apps like Free Now and Bolt, while offering convenience, have also created "micro-droughts." Surge pricing pulls drivers away from traditional ranks towards digital hot zones, and high commissions frustrate many, making some avoid the apps altogether. This doesn't reduce the overall number of drivers, but it does redistribute them in a way that can feel unpredictable and uneven for passengers.

Compounding all of this is the simple rising cost of being in the business. Vehicle prices have soared, insurance remains a burden, and strict age limits on cars force drivers to replace their vehicles sooner than they might like. For many, the math just doesn't add up anymore.

Perhaps the single biggest factor in the perceived shortage is the exodus from the night shift. Fewer and fewer drivers are willing to deal with the increased aggression, disorderly passengers, and higher risk for the same pay. A city might have enough licensed taxis, but if they're all at home after 10 p.m., the public will definitely feel the pinch.

So, is there a taxi shortage? The honest answer is yes, but not of licences. There's a shortage of active hours on the road. There aren't enough drivers working nights, not enough serving smaller towns, and not enough new entrants to fill the gaps left by retirees.

What would help? Drivers often point to practical solutions: faster processing of licences, lower insurance barriers for newcomers, better protection for those working anti-social hours, and a national transport strategy that actually includes taxis as a vital part of the solution.

The industry isn't broken, but it is under immense pressure. Drivers are still out there, working long hours and navigating all the chaos. But the balance is fragile. The decisions made in the next few years will truly determine the future of this essential service that keeps Ireland moving.



freenow  **by lyft**

Boost your earnings with freenow's dispatcher tool

**Are you a dispatcher or a taxi driver
who works with dispatchers?**

Our dispatcher tool can help you streamline your operations, boost earnings, and delight your passengers across Ireland.

This powerful, intuitive platform gives you full control, enabling you to handle trip bookings, monitor vehicles, and ensure each journey goes smoothly.



Key features at your fingertips

- **Dispatching tool:** Ensures every passenger gets a trip. Requests go to your fleet first, and if unavailable, Freenow steps in to cover with the largest fleet in Ireland.
- **Effortless Booking Management:** Easily create, monitor, or cancel bookings at any time.
- **Real-time Map:** View all your fleet's available vehicles in the city.
- **Instant SMS Notifications:** Send confirmations, cancellations and arrival alerts to passengers automatically.

Don't miss out and unlock significant additional revenue by ensuring every job is picked up and your clients keep coming back.

Contact us:

dispatchers@free-now.com

Leap into the Future - The New Leapmotor C10 Arrives in Ireland



Photography: Press images via Gowan Auto / Leapmotor International

The rise of electric mobility in Ireland is accelerating, and the new Leapmotor C10 has landed—a large family SUV arriving at a time of real choice in the Irish EV market.

A New Contender Enters the Irish EV Ring

Ireland's electric car revolution just got a serious jolt of energy. The new fully-electric Citroën C10 — or more accurately, the Leapmotor C10, produced under Citroën's parent-group Stellantis — is rolling into Irish showrooms this winter. And if first impressions are anything to go by, this sleek, spacious SUV could be the one that brings premium-level electrification within reach of the average Irish family.

The timing couldn't be better. Electric vehicle sales in Ireland are surging past 20% of new registrations, yet many buyers still crave a practical, family-sized SUV that doesn't demand Tesla-money. The C10 slots into that gap perfectly — a full-size five-seat electric SUV that promises comfort, cutting-edge tech, and up to 420 km of electric range, starting from just €38,995 (after grants).

Born in China, Backed by France

So, who exactly is Leapmotor? The Chinese EV brand has joined forces with the Stellantis Group — the same parent company behind Peugeot, Opel, Citroën, Fiat and Jeep — to bring its vehicles to Europe under an established distribution network. In Ireland, Gowan Auto will manage sales, service, and after-sales, ensuring proper backup and warranty coverage from day one.

This strategic alliance allows Stellantis to fill a crucial niche: stylish, tech-loaded EVs that can undercut the price of established European rivals without compromising on features.

Design & Presence: Modern European Flair

Visually, the C10 could easily pass for a concept car brought to life. Its clean, flowing lines, hidden door handles, and bold LED light signatures give it the kind of restrained elegance you'd expect from a brand far pricier. At 4.74 metres long, it's roughly the same size as a Hyundai Ioniq 5 or Kia EV6 — but with a more upright SUV stance that will suit Irish roads and family life.

Inside, it's equally impressive. The minimalist dash is dominated by a 14.6-inch touchscreen and a slim 10.25-inch driver display, while high-quality materials, ambient lighting, and powered heated/ventilated seats give it a premium feel well above its price tag. The 12-speaker audio system, wireless charging pad, 360° camera, and vehicle-to-load (V2L) capability (to power your gadgets or even your tools) all come standard on most trims.



**HELLO IRELAND,
ARE YOU
READY TO
TAKE
THE
LEAP?**



LEAPMOTOR

A LEAP FORWARD



TaxiPlates.ie
Rentals & Management

Ireland's #1 plate rental agency

Retiring Soon? We help SPSV vehicle licence owners to rent their plates out hassle free, securely and following full NTA guidance & regulation.

- Upfront annual payment
- National Transport compliance
- Driver sourcing
- Documentation management
- Vehicle suitability preparation
- Industry experts

Get Your Plate Rented

Contact Us

email

taxiplatesireland@gmail.com

visit

taxiplates.ie





Powertrain Options: Electric or Range-Extended

The Irish market gets two powertrain choices:

1. C10 BEV (Battery Electric Vehicle) – from €38,995
2. C10 REEV (Range-Extended Electric Vehicle) – from €45,420

The BEV is your pure electric variant, with a 69 kWh battery and a WLTP range of up to 420 km. DC fast charging can bring the battery from 30–80% in around half an hour. For most Irish commutes — from Lucan to Liffey Valley, or Donegal Town to Letterkenny — that's plenty.

The REEV version adds a small petrol generator that recharges the battery on the move, offering 145 km of electric-only range and a whopping 975 km total before you need to refuel or recharge. It's an intriguing option for rural Irish drivers who aren't yet ready to rely on the public charging network but still want to drive electric most of the time.

On the Road: Smooth, Silent, and Family-Focused

On Irish test routes, reviewers found the C10 to be exceptionally comfortable, with smooth acceleration, near-silent cruising, and a suspension tuned more for relaxation than razor-sharp handling. That's deliberate — this isn't a boy-racer EV; it's a family-first cruiser. Steering is light, visibility is excellent, and the power delivery is instant yet refined.

There's a touch of body roll in corners, but it's the kind of comfort-biased setup that suits Irish roads better than overly stiff performance EVs. In other words, the C10 feels at home on our twisty B-roads and motorway commutes alike.

Tech and Safety Suite

Safety tech is a strong suit here. You get adaptive cruise control, lane-keeping assist, traffic-sign recognition, blind-spot monitoring, and a clever driver fatigue alert. The infotainment system runs on a Snapdragon processor, meaning the interface is smooth and voice commands actually work — a rarity even among pricier models.

Expect over-the-air updates and seamless smartphone integration via Android Auto and Apple CarPlay.

Charging in the Real World

Irish EV owners know that range figures can be optimistic. Expect 350 km real-world from the BEV model — still impressive given the car's size. Plugged into a home 7 kW wallbox, a full charge takes about 10 hours overnight, while public DC stations can top you up during a coffee break.

For rural drivers, the REEV model might make more sense, since it eliminates range anxiety entirely — ideal for longer trips from Dublin to Donegal or the Cork to Kildare commute

The Irish Market Impact

The C10's arrival could shake up Ireland's mid-priced EV segment. At under €40k, it undercuts most European rivals with similar space and range. It also pressures brands like Volkswagen and Hyundai to rethink their entry-level pricing.

But perhaps most importantly, it represents a new stage in Irish EV adoption — where choice, comfort, and affordability start to align. With Gowan Auto's 6-year warranty and full-service network, early adopters can buy with confidence.

Tech Spec at a Glance

Feature	C10 BEV	C10 REEV
Battery	69 kWh	28.4 kWh + petrol generator
Range (WLTP)	420 km	145 km EV / 975 km total
0–100 km/h	7.9 s	8.5 s
Fast Charging	30–80% in ~30 min	~35 min
Power	170 kW (228 hp)	170 kW (228 hp)
Length	4,739 mm	4,739 mm
Price (Ireland)	From €38,995	From €45,420
Warranty	6 years / unlimited km	6 years / unlimited km

Verdict: The One to Watch

It's rare for a new entrant to feel this well-rounded right out of the gate. The C10 may come from a new brand, but it drives, feels, and functions like something far more established. If it delivers long-term reliability and holds its value, it could well become the benchmark for affordable electric SUVs in Ireland.

For Irish families wanting to go electric without going broke, this is one of the most interesting cars of 2025.

Best for: Taxis, Families, commuters, rural drivers

Watch for: Real-world resale, brand familiarity

Sidebar: The Rivals

Model	Range	Price	Verdict
Hyundai Ioniq 5	507 km	From €48,995	Stylish but pricier
VW ID.4	480 km	From €49,000	Solid all-rounder, less techy
Tesla Model Y	455 km	From €46,990	Great range, minimal interior
Leapmotor C10	420 km	From €38,995	Incredible value, full spec

STOP ISSUANCE OF NEW SPSV DRIVER LICENCE IN IRELAND

As a driver-owned platform deeply connected to Ireland's taxi industry, Hola Taxi Ireland has witnessed first-hand the dramatic changes caused by the growing oversupply of taxis. This issue impacts countless taxi drivers who, strive to maintain a fair standard of living. Over recent years, the market has become saturated, with the number of taxis per capita in our cities surpassing the averages of our European counterparts. This oversaturation has led to decreased earnings and a diminished quality of work life for drivers across the nation, and has created an environment where large corporate companies such as Uber, Lyft, Bolt ((UK) and others can divide, manipulate, and push drivers into working for unsustainably low fixed fares.

In addition, we want to highlight a growing safety concern. Due to decreased earnings, many drivers are now forced to work excessively long hours just to survive. This not only puts drivers' own health at risk but also creates a serious safety hazard for passengers and other road users. A tired driver behind the wheel is a danger to everyone, and these conditions are a direct result of the uncontrolled oversupply in the industry.

Another critical issue is the increasing number of individuals preparing for taxi licence tests outside the jurisdiction of Ireland. Many of these applicants have little to no experience driving on Irish roads, yet they are able to convert their licences and immediately enter the market. This raises concerns about road safety, local road knowledge, and fairness for long-standing Irish taxi drivers who have worked hard to build their careers within the Irish system. This matter urgently needs to be reviewed to protect both passengers and existing drivers.

The National Transport Authority (NTA) has continued issuing new SPSV driver license despite this prevalent issue. According to recent studies, the density of taxis on Irish roads significantly exceeds that of similar urban environments elsewhere in Europe. For example, Dublin alone has a reported more than 12,000 taxis, a number vastly disproportionate to its population when compared to other European cities.

The consequences of such oversupply are evident. The average earnings of taxi drivers have plummeted, driving many to work longer, often unsociable hours, just to make ends meet. This isn't simply about personal income—it's about ensuring that the taxi driving profession remains sustainable and able to provide a decent work-life balance

Special Offer for All Taxi Drivers

Get Free Card Machine & €50 Voucher*

Around 25% Cheaper than 1.69% Competitor
No Need to Connect Your Phone!

- ✓ No Sign-Up Fee
- ✓ No Monthly Fee
- ✓ 4G Sim Included
- ✓ Payout Directly to your Bank account

Only 1.25%

Scan Here For More Details

+353 87 194 1067

CELEBRATING ONE SUCCESSFUL YEAR OF HOLA TAXI

for those who enter it.

Therefore, we urge the NTA to halt the issuance of new SPSV Driver licences with immediate effect. Additionally, we request a comprehensive review of the current licensing system to align with actual market demands and ensure fair competition. By taking these steps, we can protect the livelihoods of existing taxi drivers and ensure a balanced transport market in Ireland.

Appeal Regarding the Taxi Advisory Committee:

We also appeal for the removal of the Taxi Advisory Committee, as many of those currently representing the committee do not act in the best interest of the industry. Their continuous push for adding more taxis appears to serve their own agenda rather than supporting the stability, safety, and well-being of Ireland's taxi drivers.

Your support is crucial. By signing this petition, you help advocate for a fair and balanced taxi industry that considers the well-being of its drivers as much as the demands of its passengers. Please join us in calling for the NTA to take immediate action.



Sign the Petition Here !
<https://c.org/cs5PNtbXs6>



WHY JOIN HOLA TAXI ?

Stop Just Driving. Start Owning.

Join Hola Taxi and **become a shareholder** in the company you help build.

Our initial target is to onboard 5,000 drivers.



Benefits

- ✓ Drivers will own 60% of the company
- ✓ 75% of profits shared with shareholder drivers
- ✓ Founded by drivers, for drivers
- ✓ Flexible branding (ok if you rent your car)
- ✓ Management team will be from shareholders (Driver Partners)

**Join the movement.
Let's take back our industry
together!**
Share this with a fellow driver!



Here's How You Build Your Shares



Commission €1 per ride.



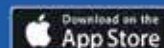
Sign up: **€5 one-time fee** & get Lifetime driver share access.



Get **200 shares** per customer.



Get **2000 shares** per referral driver and referred Driver will get **500 Shares**.



Bumper Issues

**My favorite bumper sticker of all time
I still miss my ex.....but my aim is improving.**

**Why do Ford vehicles have heated rear bumpers?
To keep your hands warm when you're pushing it**

**Today I saw a car parked with a bumper sticker
that said "I miss New York"
So I smashed his window in and stole his radio.**

**Today I saw a car parked with a bumper sticker
that said "I miss New York"
So I smashed his window in and stole his radio.**

**I paid a guy €1000 to smash into my ex's
bumper. After it was done, I watched her
converse with police office, clearly upset.
I don't know why she was sad, though.
She's always liked being hit from behind by
random men.**

**I saw a bumper sticker that said "I'm a veterinarian,
so I drive like an animal"
Suddenly I realized how many proctologists are on
the road around these parts**

**Whenever I see a "Baby On Board" Bumper
sticker, I think to myself..
The driver is either a really paranoid parent.
Or a really clever child abductor.**

**Dad there is something my boyfriend told
me, that I didn't understand. He said that "I
have a beautiful chassis, lovely airbags and a
fantastic bumper."**

**"Tell your boyfriend that if he opens your
bonnet and tries to check your oil with his
dipstick, I will tighten his nuts so hard that
his headlights will pop out and he will start
leaking from his exhaust pipe."**

**Husband: My wife is missing. She went to
rescue people from the flood yesterday and
has not come home ...
Sergeant at Police Station: What is her height?**

Husband: Gee, I'm not sure, five-feet maybe

Sergeant: Weight?

Husband: Don't know. Not slim, not really fat.

Sergeant: Color of eyes?

Husband: Eh, Sort of brown I think.

Sergeant: Color of hair?

**Husband: Changes a couple times a year. Maybe
dark brown now. I can't remember.**

Sergeant: What was she wearing?

Husband: Pants, or maybe a skirt or shorts.

Sergeant: What kind of car did she go in?

Husband: She went in my Jeep.

Sergeant: What kind of Jeep was it?

**Husband: (sobbing)
It's a 2010 Rubicon with Sprintex
Supercharger with Intercooler, Toyo 37" X
13.5" Tires, Custom Olympic Off Road Front
Bumper, Olympic Off Road Smuggler Rear
Bumper with tire carrier, Wild Boar Grille,
Rigid Ridge Hood, Drake Hood Latch's & a
Tuffy Security Drawer.....**

**Sergeant: Don't worry buddy. We'll find your
Jeep.**





Local Knowledge Questions

1. What part of Ireland did the famous Jacob's family of Jacob's Biscuits come from?
2. What Dublin Doctor Invented the hyperderic syringe in 1884 ?
3. What Irishman man from Liscannor invented the first submarine (the fenian ram)?
4. What Irishman from Castlebar was the first to develop a guided missile in 1880?
5. What is a sentence that contains all the letters of the alphabet called? Eg: "The quick brown fox jumps over the lazy dog"
6. What is a Male Elephant called ?
7. Who was the first Irish person to win a Nobel peace prize ?
8. What is the second largest fish in the world observed off the coast of County Sligo (approx 5-7 meters)?
9. What is the only Irish lagomorph?
10. What is known as Ireland's largest land animal?

THE TACSAÍ MAGAZINE BUMPER QUIZ



Quiz winner Tony Walsh. Right Clive Colleran (Dublin Bus).

Answers Please by Whatsapp (TEXT ONLY)

+353 85 108 9482

WIN!

Box of Heineken



Use This Handy
QR Code to send
Your Answers



IRELAND'S BEST TAXI TOWNS



From Galway's Latin Quarter to Letterkenny on a Summer Weekend

Every taxi driver in Ireland has a favourite town, a place where the work just feels right. It's the spot where the meter seems to spin a little easier, the passengers are in good form, the traffic is manageable, and you're guaranteed a bit of craic with every fare. From bustling coastal resorts to lively university hubs, the character of a town can completely define your shift. Some are goldmines, some are heartbreakers, and others can be both, depending entirely on the weather, a big match, or the phase of the moon.

Let's take a tour of Ireland's best taxi towns, judged by their buzz, steady business, generous tips, memorable characters, and your odds of actually getting home before sunrise.

Galway – The Latin Quarter Jackpot

Galway isn't just a place to work; it's a mood. Winding through the streets from Eyre Square to the Claddagh, with the pubs of Quay Street in between, you get the perfect mix of tourists clutching maps, enthusiastic students, and stags and hens with perhaps a bit too much enthusiasm. When festival season hits—be it the Arts Festival, the Races, or just a random summer weekend—the work is non-stop and pure magic. The only catch is the weather; when the rain comes in sideways, a shift in Galway can feel less like a job and more like a maritime experiment.

Killarney – Tourism's Crown Jewel

If your taxi had a passport, it would be stamped in Killarney every single summer. This town is built for the trade, with hotels on every corner, visitors heading to the lakes and trails, and Americans who often think a €20 tip is perfectly normal. You'll

find a wedding kicking out what seems like every fourteen minutes. The only real challenge is the peak-season traffic, where you can spend as much time stuck behind a line of jaunting cars as you do moving, but the fares more than make up for it.

Sligo – Quiet by Day, Electric by Night

Sligo has a way of sneaking up on you. By day, it's a chilled-out, scenic town popular with surfers. But by night, it transforms into one of the busiest hubs in the northwest. Between the students, the vibrant bar scene, and live music gigs, there's a steady and loyal market, often punctuated by a late-night fare out to Strandhill or Rosses Point. And for some reason, the passengers here are among the chattiest in Ireland—in the very best way.

Kilkenny – The Marble City Money-Maker

Kilkenny operates like a mini-city with the heart of a medieval village. Drivers love the packed, narrow streets, especially during a hurling weekend when the electric atmosphere translates into heavy footfall. The comedy and arts festivals are a boon, and you'll often find hen parties tipping a fiver "for your patience." If you want guaranteed runs, just park near Langton's after midnight and watch the queue form.

Westport – Summer Heaven, Winter Holiday

Westport is all about quality of life—it's scenic, compact, and absolutely buzzing in the warm weather. When the Wild Atlantic Way crowd descends, business goes from steady to booming. The best runs involve taking Croagh Patrick pilgrims to the base, or tourists heading out to Achill Island for an adventure. Just don't expect miracles in the depths of mid-January, when half the town seems to be hibernating.



UPGRADE YOUR TAXI TO THE NEW TOYOTA bZ



The New Toyota bZ is our first ever electric SUV. Comfortable and spacious, it goes the distance for you and your customers with an electric range of up to 567km* (WLTP).

FROM

€**374**^{**}
PER MONTH

RETAIL PRICE FROM €41,355[^]



- Up to 10 years or 1 million kilometres EV battery care**
- Service pack included (3 years / 45,000 kms whichever comes first)
- The New Toyota bZ is now available to order. Order yours today.

For more see toyota.ie

BUILT FOR A **BETTER** WORLD

**Terms and conditions apply. ^Excludes paint, delivery and related charges.

*The range indicated was tested according to WLTP regulations. **Toyota's confidence in the quality of the battery is reflected in a guarantee it will retain at least 70% of its capacity up to 10 years, covered by the original EV Manufacturing Warranty until 8 years or 160,000 kilometres, and with the additional Extended Battery Care up to 10 years or 1 million kilometres driven that is activated by an annual EL Health Check. (Terms and conditions apply).

Carlingford – The Stag Capital

If Carlingford had a slogan, it would be: “It’s only Friday night somewhere.” This place is pure stag and hen paradise—loud, chaotic, and incredibly profitable. On a big weekend, the town is essentially one long, moving queue for taxis. The only real challenge is convincing a group of revellers that Dundalk is not, in fact, “just around the corner.”

Letterkenny – Donegal’s Nightlife Engine

Letterkenny is a real gem—busy, bright, and buzzing from Thursday straight through Sunday. Between the students, homecoming nights, rural runs, and GAA fans either celebrating or commiserating, there’s always something happening. If you play your cards right, you can land a fantastic long run out to Derry, Downings, or Rathmullan. Those are the fares that make the meter sing.

Dingle – The Charm Offensive

Dingle is like all of Ireland distilled into one beautiful peninsula: music, stunning scenery, storytelling, and a pub every few feet. Taxi drivers adore it because the tourists are almost universally friendly, the fares are scenic, the tips are generous, and passengers are often merry but rarely a messy hassle. A run around Dingle at golden hour feels like a small holiday.

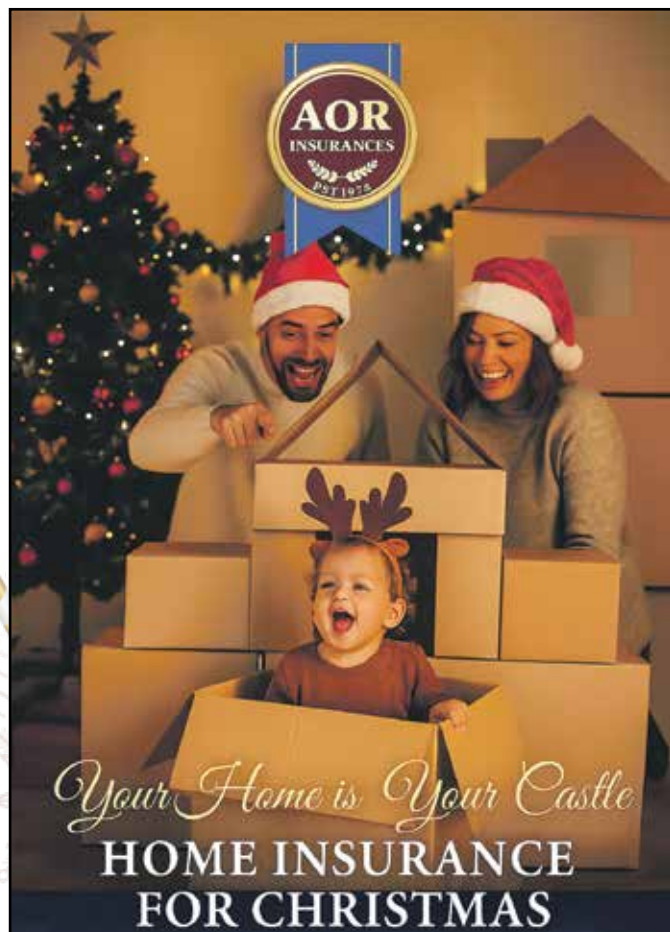
Cork City – Big City, Big Earnings, Big Opinions

Cork drivers earn their keep because Cork people travel—and they travel far. The work is a full ecosystem of airport runs, hospital trips, suburb commutes, and ferrying UCC students. The one consistent downside is the feeling that Cork’s road network was designed by a man who lost a bet. Still, the work is fantastic, and since Cork people can talk for Ireland, the shifts tend to fly by.

Donegal Town punches well above its weight.

From April to October, the weekends are booming, thanks to a constant stream of weddings at the big hotels, tourists exploring the Wild Atlantic Way, and lively nights in the pubs around The Diamond. Local drivers will tell you the perfect shift is a sunny Saturday with “a few Americans, a few hens, and a few homegrown characters” for good measure.

When you look at them all, the best taxi towns share a simple recipe: strong nightlife, seasonal tourism, good hotels, an active local population, and events that fill the streets and empty wallets. Most of all, they’re filled with passengers who are mostly sound, with just the right number of lunatics to keep the stories interesting. Ireland is full of them, each with its own rhythm and a collection of stories you simply wouldn’t believe unless you’d lived them.



Your Home is Your Castle
**HOME INSURANCE
FOR CHRISTMAS**

Christmas is a time when our homes become the heart of everything filled with family, celebrations, decorations, and the joyful chaos of the season. But with that extra cheer comes extra risk. From overloaded lights and festive candles to increased package deliveries and winter weather surprises, the holidays can bring unexpected moments that quickly turn costly. That’s why having the right home insurance matters more than ever at this time of year. At AOR Insurances, we’ve been protecting Irish homes since 1973, offering reliability, expertise, and a personal touch that only decades of experience can bring. We understand what your home means to you—every memory, every milestone, every Christmas morning. Our team is dedicated to giving you peace of mind with cover you can trust, service you can rely on, and support that’s always there when you need it most. This season, protect the place where the magic happens, with the people who’ve been safeguarding families for over 50 years.

Call Us Today 0494331232

Becoming a Freenow by Lyft Ambassador couldn't be easier

It's not just a brand on your car, it's your key to more earnings, more jobs, and exclusive perks.

Ambassador Benefits

- **Double your earnings potential:** On average, our Ambassadors earn twice as much as other drivers.
- **Free branded gear:** Get a branded jacket as a welcome gift when you join the programme.
- **First in the queue for jobs:** With 77% more prebooks and 25 instant Priority Programme points, you'll be at the front of the line for lucrative trips.
- **Exclusive events:** Gain access to Ambassador-only events, designed to connect you with the Freenow team and other top drivers.

Secure your branding slot and join the Ambassador programme today



Ready to get going?

Get started by booking your branding appointment today in the following locations:

📍 Dublin

Freenow: 7-12 Baggot Court, Dublin 2, D02 F891

Autoworx: Unit 3, Jamestown Industrial Estate, Kylemore Way, Inchicore, Dublin 8, D08 PF1C

Bobo Motors: Tolka Valley Business Park, 13 Ballyboggan Rd, Glasnevin, Dublin 11, D11 HF76

📍 Cork

New DE Signs Ltd: Unit 6, Metro Business Park, Ballycurreen, Cork, T12 R524

📍 Galway

Sign & Print: Cahermore, Co. Galway, H91 C64W

📍 Limerick

Precision Signs & Design: Unit 5B, Docklands Business Park, Dock Rd, Courtbrack, Limerick, V94 CX30



TAXI APPS IN IRELAND FRIEND OR FOE?

There was a time when the job was simple.

You waited for the dispatcher to call your number, or you sat on the rank, listening to the radio until a passenger opened the door. It was predictable. Sometimes it was boring, but it worked.

Then, almost overnight, everything changed. Free Now, Bolt, Uber, and a wave of local dispatch apps turned the industry into a digital marketplace. Every beep, ping, and glowing surge zone on your phone now represents potential earnings... or pure frustration. So, after the dust has settled, are these apps a friend or a foe to the Irish taxi driver? The answer, it turns out, isn't so simple.

Let's start with the good. There's no denying that apps have brought more work into the ecosystem. Drivers appreciate the instant jobs that save them from waiting endlessly on a cold rank. They've opened up a stream of airport runs, hotel pickups, and business accounts. The move to cashless payments is a godsend, putting an end to the old "I'll just pop into the ATM" routine. For many, especially those working outside city centres, these apps now form the backbone of their daily income.

But then comes the downside, and it's a big one: the commissions. This is the single biggest gripe in taxi parks across the country. With some apps taking 12-15% or more, plus delays in getting paid, drivers feel like they're being squeezed dry. As one Dublin driver bluntly put it, "By the time the app and the taxman take their cut, I'm almost paying for the privilege of working."

And then there's the chaos of modern passenger behaviour. The convenience of apps has made riders more adventurous, and not always in a good way. Drivers now contend with passengers who cancel seconds after booking, who aren't ready when you arrive, or who drunkenly book on multiple apps and take the first one that shows up. GPS pins are dropped in the wrong location, and no-shows at 3 a.m. have become a regular frustration. The apps have perfected convenience, but they haven't done much to improve manners.

The surge pricing debate is a perfect example of the love-hate relationship. In theory, it rewards drivers for working in high-demand areas. In practice, it can feel like a game you can't win. Surge

zones jump around erratically, sometimes vanishing the moment you accept a job, leaving drivers to face passengers who blame them for the higher fare.

Yet, for all their flaws, the apps have brought one quiet, invaluable benefit: safety. For drivers, especially those on night shifts, the digital record of every journey—the pickup, drop-off, passenger details, and route—is a powerful safeguard. If anything goes wrong, there's a clear trail, one that Gardaí increasingly rely on.

Amidst the hype of the global apps, it's important not to forget the unsung heroes: the local dispatch systems and co-ops. In towns from Killarney to Letterkenny, these services remain the backbone of the trade. They offer loyal regulars, business accounts, and lower commissions. Many drivers trust their local co-op far more than the faceless algorithms of the big platforms.

This reliance on apps has also fundamentally changed the geography of the trade, in a way passengers often don't understand. Because drivers now chase digital hotspots on their screens, they leave quieter suburban ranks and head for glowing surge zones. This creates "micro-droughts"—one part of a city can be overflowing with available taxis

while another is completely barren. Passengers see this as a shortage, while drivers in the quiet zones see no demand. The apps didn't reduce the number of taxis; they just reshuffled them across the map.

So, where does that leave us? Are these apps a friend or a foe?

The truth is, they are both.

They are a friend because they provide more work, safer transactions, and efficient routes. They are a foe because of their high commissions, the plague of cancellations, and the pressure they put on drivers to accept low-value runs.

The apps didn't save the taxi industry, and they didn't ruin it. They simply changed it forever. The future now hinges on whether they can evolve from being demanding masters into genuine partners. This will require fair, predictable commissions, stricter policies for passengers who abuse the system, and features designed with the driver's well-being in mind. If that balance can be struck, then the technology could finally become what it was always meant to be: a powerful tool for the person behind the wheel.

TAXI DRIVERS

TAX RETURNS

Only...! **€60**



- Accountants for full time Taxi Drivers with unparalleled Experience •
 - Continuous monitoring of Tax Clearance •
 - Letter's and Accounts, included in the fee •
 - Nationwide service •
 - Discounted rate for TTnH Members only •
 - 16 years experience •



Telephone: 085 215 7999
Email: info@ttnh.ie
Unit 9, Bellevue, Ind. Est., Tolka Valley Rd, D11

An Open Letter to Every Driver Still on Uber

Dear fellow drivers,

I'm writing this not to fight with you — but to reach you.

We're all out here working long hours, dealing with traffic, expenses, and customers just to make a living. I know that turning off Uber is not an easy decision. You might be thinking:

"It's just one app."

"I'll work a few extra hours and make up the difference."

"Others might stop, but I need the money."

I get it. We all need the money. But I want you to stop and ask yourself one thing honestly:

Are you earning real income — or just helping a platform get stronger while our profession gets weaker? Let's be real for a moment.

When you took all those extra Uber jobs this weekend, it probably felt good. More pings. More rides. Maybe more cash.

But do you know why you got more rides?

Because others — your fellow taxi drivers — switched off their app in protest.

You benefited from their sacrifice.

Think about it:

You're earning today what Uber wants to pay you — not what you're truly worth.

Here's the truth nobody wants to face:

Uber will keep lowering prices. You'll have to work longer hours to earn the same money. And one day, they'll probably open the platform to private drivers.

When that day comes, we — licensed, professional taxi drivers — will be outnumbered and underpaid.

It's already happened in London, Edinburgh, Los Angeles, New York, and more. Drivers there fought — but only after it was too late.

I'm not saying you're the problem. I'm saying we can't win without you.

You don't have to be a hero. You don't even have to stand on the front line.

But please, don't be the one who makes it harder for the rest of us.

By staying on Uber while others protest:

You're helping Uber prove we can't unite.

You're showing them we will always accept whatever they decide.

You're telling the platform: "I'm not worth more — keep treating me however you like."

But I know that's not what you believe.

So here's what I'm asking:

Next time we call for a shutdown —

Just think twice before you tap "go online."

Even if you can't afford to go offline for 48 hours,

You can do it for one evening. Or for the fixed-price trips only.

Or spread the word.

Or at least respect the ones who are sacrificing for the future.

Because in the end, we either rise together, or we fall alone.

We're all taxi drivers.

We're all fighting the same fight.

Let's not forget who the real opponent is.

Not each other —

But the system trying to replace us.

A fellow driver

Who still believes we can protect what's ours — if we stand together.

Kind Regards

Ronan Bright

Creative Top Publishing



Sean - Hip Replacement - Donegal

Hip & Knee Surgery
100% Reimbursed*

*T&Cs Apply

DON'T WAIT TO FEEL GREAT.

Need hospital treatment or surgery?

Republic of Ireland residents can gain rapid access to cross border surgeries at Kingsbridge Private Hospitals in Belfast and Derry, with costs reimbursed by the HSE*

Scan the QR code for further information on the Cross-Border Healthcare Plan or visit kingsbridgeprivatehospital.com/crossborder



KINGSBRIDGE
Private Hospital Group
★★★★★

Your Fast Track
to *5-Star Care!*



THE FUTURE OF THE IRISH TAXI

EVs, Hybrids & the Road to 2030

If you want to start a lively debate, just step into any taxi rank in Ireland. Ask ten drivers about the weather, the match, or their opinion of Free Now, and you'll get ten different answers—usually delivered at full volume. But these days, one topic rises above the rest, sparking conversations from Dublin to Donegal: the electric shift.

We're talking electric cars, hybrids, government grants, and charging stations. The question on everyone's mind is whether the future of the Irish taxi will be a silent, smooth ride, or a shocking jolt to the system. Welcome to the road to 2030, where policy, cost, and technology are transforming our trade faster than anyone anticipated.

So, are electric vehicles truly the future of taxiing? The short answer is yes, whether we like it or not. The long answer, as always, is far more complicated.

A powerful combination of factors is pushing the industry toward electric: government climate targets, tempting tax incentives, and a growing public demand for cleaner air in our cities. The incredibly low running cost compared to diesel is a major draw, and passengers certainly aren't complaining about the quiet, comfortable rides.

But for every push, there's a pull in the other direction. Drivers are worried about the high purchase price, the gnawing fear of range anxiety, and the all-too-common sight of a queue at the charging station. How do you explain to a passenger on a busy Friday night that you need to take a 40-minute break to recharge? The will to go electric is there; drivers just need a system that actually works for them.

While EVs grab the headlines, hybrids have been quietly taking over the ranks, becoming the unsung workhorses of the trade. They offer a perfect middle ground for now: fantastic fuel economy without the range anxiety, lower maintenance costs, and the sheer reliability of brands like Toyota. A hybrid can handle an airport run, a long suburban journey, a hectic night shift, and a cross-country spin without breaking a sweat—or the bank. For many, it's the sweet spot.

Talk to drivers around Dublin Airport or in towns like Cork and Limerick, and you'll hear a mix of praise and panic. They love the low running cost—sometimes as little as a fiver for 100 km—the smooth, quiet drive, and the instant power for city traffic. But they also dread the long charging times, the queues at public chargers, and the winter range drop. The real “ugly” moment? Getting a job from Howth to Ashbourne when your battery is sitting at 10%. Drivers aren't against the technology; they're against the inconvenience.

And that inconvenience often centres on one thing: charging.

Ireland's public network is improving, but every taxi driver knows it's not happening fast enough. We've all seen chargers blocked by parked cars, “fast” chargers that aren't, and rural areas that are virtual charging deserts. If Ireland is serious about a greener taxi fleet, it needs a taxi-first charging strategy, not a one-size-fits-all approach.

The government grants have certainly helped some drivers make the jump, but they aren't a magic bullet. The high prices persist even after discounts, and second-hand EVs rarely qualify. For some, the grant feels like a small bonus on a car they still can't quite afford, while for others, it's the only reason they were able to upgrade at all.

Despite the challenges, the choices are getting better. The last few years have seen an explosion of “taxi-spec” EVs like the Hyundai Ioniq 6, Tesla Model 3, and value kings like the MG4. The industry has moved far beyond the early Nissan Leaf experiments. Drivers now have real options, even if worries about long-term battery health and depreciation remain.

And let's be honest, diesel isn't dead yet. It's still the king of the long inter-city run, the best option in rural towns with sparse infrastructure, and the most reliable in the depths of winter. But diesel cars are getting older, more expensive to maintain, and harder to insure. The writing is on the wall, even if it's still written in faint pencil.

So, what will the Irish taxi of 2030 actually look like? Here's a realistic picture. Dublin will likely be a majority EV fleet, with quieter streets and chargers at every rank. Larger towns like Cork and Galway will see a steady mix of EVs and hybrids, while rural Ireland will remain the domain of the hybrid, with diesel hanging on for the longest runs. One thing is clear: the transition will happen at different speeds in different places.

But through it all, one thing will never change: the driver will always matter more than the engine. No matter how advanced the car gets—with its self-driving sensors and AI—passengers will remember a good conversation, a safe drive, and local knowledge. They remember reliability and respect, not the badge on the bonnet.

The future isn't something that's just happening to us. EVs and hybrids aren't the enemy, and diesel isn't the villain. This is a shift, driven by economics and policy, but it will ultimately be guided by the people who do the work. Irish taxi drivers have adapted to chip-and-pin, apps, dashcams, and a thousand new regulations. We've adapted before, and we will adapt again.

The future of the Irish taxi isn't just electric. It's flexible. It's practical. And most importantly, it will be shaped by the drivers behind the wheel.

THE GREAT TAXI DIET

Health, Fitness & Survival for Long Shifts



It's one of life's strange contradictions: taxi driving is one of the few jobs where you can spend ten to fourteen hours sitting down, yet you finish your shift feeling completely and utterly drained. Between the long, irregular hours, meals snatched on the go, and the constant temptation of quick garage food, it's a lifestyle that can be tough on your health.

But here's the good news: you don't need a gym membership or a monk's discipline to feel better behind the wheel. You just need a taxi driver's version of a survival plan—simple, practical steps that fit right into the rhythm of the job. Welcome to what we might call The Great Taxi Diet.

Let's start with fuel. Too many of us run on the classic trio of breakfast rolls, garage deli sandwiches, and crisps with a Lucozade. They're convenient and undeniably Irish, but they send your energy soaring like a fare on Stephen's Night, only to crash an hour later, leaving you sluggish. The trick is to make lighter swaps that still feel normal. Think a chicken wrap instead of a heavy baguette, a banana and a handful of nuts between fares, or a protein yoghurt. It's not about eating rabbit food; it's about choosing things that keep you alert and steady during a long run.

Your secret weapon in this battle is what I call the "Boot Box." Every taxi should have one—a small container in the boot with emergency supplies. Stock it with water, some trail mix, a protein bar, mints, a piece of fruit, and maybe even wet wipes, the unsung hero of the night shift. When it's 2 a.m. and your willpower has left the building, this box stops you from diving headfirst into the petrol station's temptations.

And while you don't need to become a gym fanatic, you do need to move more than you think. Try the 60-second rule: every time you get out of the car, take a moment to stretch your legs, roll your shoulders, and look from side to side. If you're

waiting in a rank, walk the queue instead of sitting in the car. Those little movements add up, and you'll feel the difference in a week.

Then there's sleep. We guard our licenses fiercely, but we should guard our sleep the same way. It's the first thing we sacrifice, and the first thing to ruin our reaction time and mood. Simple tricks can help: blackout curtains to darken your bedroom, avoiding screens before bed, and never drinking coffee after 6 p.m. Remember the golden rule: if you're too tired to drive, don't. Your body is always telling you the truth.

This job can be lonely and stressful, so looking after your head is as important as looking after your body. Don't bottle things up; the taxi rank is its own form of therapy. Take breaks from the doom-scrolling on your phone, and don't be afraid to set boundaries with late-night passengers. Once a week, give yourself a guilt-free treat—something to look forward to after a tough roster.

Staying hydrated is another key, and we all know the dilemma: drink too much and you're stopping constantly. But dehydration makes you tired, irritable, and slow to react. The solution is to sip little and often from a refillable bottle, rather than gulping it down all at once.

Finally, be kind to yourself. The job is hard enough without giving yourself a hard time. You don't need a perfect diet, just a better one. You don't need a six-pack, you just need a back that doesn't ache. Every small improvement you make is a step towards an easier, more profitable shift.

In the end, staying healthy isn't just for fitness fanatics. For the taxi driver, your health is your career strategy. Feeling better means driving safer, earning more, and lasting longer in the industry you know inside and out. The Great Taxi Diet isn't really a diet at all—it's just a practical, road-tested plan for the people who keep Ireland moving.



Happy Holidays to you and yours!

☎ 01 485 1996 ✉ help@taxifair.ie

👤 21A Clanbrassil Street Lower, Portobello, Dublin 8, D08 TD60



Start the season right and join TaxiFair today!

- ✓ **Best Price, First Time** - Tailored policies and transparent pricing.
- ✓ **Unmatched Loyalty** - Over 90% policy retention every month.*
- ✓ **Choice Not Compromise** - More choice with three insurers to get you the best price and policy.
- ✓ **Speed and Convenience** - Same day service for certificates and out of hours support.

*Data collected from all TaxiFair renewals offered with an effective date between 01.01.2023 and 31.12.2024
TaxiFair Insurances Limited T/A TaxiFair Insurances is regulated by the Central Bank of Ireland.