

TOTAL TRANSIT, INC.



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METRO PHOENIX'S LARGEST TAXI SERVICE MARKS EARTH WEEK BY
ADDING 200 TOYOTA PRIUS TAXIS TO ITS FLEET

- Discount Cab, Valley's Green Taxi Service, Gets Even Greener -

Just in time for Earth Day, Discount Cab, Phoenix's largest taxi service, is adding Toyota Prius taxis to its fleet of vehicles.

The first 20 of a planned 200 hybrids will hit the road on April 21, painted in the bright lime green that Discount Cab has made a staple on Valley streets.

As part of the company's "Green Cabs for Blue Skies" campaign, Discount Cab CEO Craig Hughes says he expects to save about 800,000 gallons of fuel each year with the line of hybrids, translating to an 8,000-ton reduction in carbon dioxide emissions.

"We've been looking for an environmentally friendly solution for several years now," Hughes said. "With the Prius, everyone wins. We use less gas, improve the Valley's air quality and provide a safe and efficient ride for our customers."

Hughes said the company spent months making sure the Prius was the right fit for Discount Cab. They researched the car's reliability, tested its interior capacity and crunched the numbers on how the car, which gets an estimated 48 miles to the gallon in city driving conditions, would impact the bottom line.

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DISCOUNT CAB ADDS 200 HYBRIDS TO TAXI FLEET

“All of the research was encouraging,” he said. “We came away confident that this will be the platform that holds up for Discount Cab for a long time.”

On average, each Discount Cab taxi endures 80,000 to 100,000 miles of road use each year. Because of that, Hughes said it’s important that his company takes an active role in reducing emissions.

Since a gallon of gas produces 20 pounds of carbon dioxide emissions, each Prius will leave a much smaller carbon footprint, contributing 20 pounds of carbon dioxide emissions for every 45 miles driven compared to 60 pounds for Discount Cab’s more traditional Ford Crown Victorias.

The difference, according to Hughes, can be measured in many other ways than the bottom line. “From our energy-efficient, environmentally-sensitive headquarters to subsidizing the cost of monthly bus passes for our employees, we’re committed to ‘going green,’” Hughes said.

“We’ve always been the green taxi company,” he said. “With the addition of the Prius to our fleet, now we’re even more so.”

Founded in 1984 by Craig and Christine Hughes, Total Transit, Inc. is Phoenix’s largest taxi service, operating its lime-green Discount Cab service throughout Maricopa County and Tucson. The company, known for its “Free Ride Back” program, operates more than 500 cabs and non-emergency medical vans in the Valley. For more information, visit www.discountcab.com.