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 Reviewed by

London Taxi Built By



ORIGINAL

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INVESTIGATION

01-22-N11B-2513

October 30, 1984

16 pg

The Administrator,
 National Highway Traffic Safety Administration
 400 Seventh Street, S. W.
 Washington, D.C. 20590

Dear Sir:

This application for a Manufacturer Identification is submitted in accordance with the provisions of 49CFR566.

The following information is furnished to comply with the specific requirements of 49CFR566.5 paragraphs (a) through (c).

(a) Corporate Name of Manufacturer

The LondonCoach Company, Incorporated

(b) Residence Address

25 Eldredge
 P. O. Box 1183
 Mount Clemens, Michigan 48043

State of Incorporation

Michigan, U. S. A.

(c) Description of Motor Vehicle Manufactured

4 wheel, 4 door, 6 passenger vehicle intended for taxi or limousine service with approximate gross vehicle weight of 3,500 lbs. at completion.

LondonCoach will be a final stage manufacturer responsible for completing vehicles supplied by Carbodies Ltd., Holyhead Road, Coventry, CV58JJ, England. These vehicles will be received as incomplete vehicles to which the LondonCoach Company will add a power train consisting of engine, transmission, drive shaft, radiator, exhaust system, and fuel system. Optional equipment consisting of air conditioning and interior trim may also be added as specified by the purchaser of the completed vehicle. U. S. content will

Page 2
October 30, 1984
The Administrator
National Highway Traffic Safety Administration

be approximately 60% and will increase gradually as part of our program.

Initially, we anticipate a volume of approximately 500 cars the first year. This should increase to 750 the second year.

For your convenience, we attach as supporting documentation, a copy of the corresponding application made to you by Carbodies Ltd., manufacturers of the incomplete vehicle. Also are enclosed copies of our product brochures.

If you have any questions, please contact us.

Regards,



D. F. Landers
President

DFL/mm

enclosures

Carbodies



Our ref: PH/JP

The Administrator,
National Highway Traffic Safety Administrator,
400 Seventh Street S.W.
WASHINGTON DC.20590,
U.S.A.

26th October, 1984.

Dear Sir,

This application for manufacturer identification is submitted in accordance with provisions of 49 CFR.566.

The following information is furnished to comply with the specific requirements of 49 CFR.566.

A. CORPORATE NAME OF MANUFACTURER

Carbodies Limited.

B. RESIDING ADDRESS

Holyhead Road,
Coventry.
ENGLAND.
CV5 8JJ.

C. DESCRIPTION OF VEHICLE

4 Wheel, 4 door, 6 passenger glider supplied as an incomplete vehicle without engine, transmission, drive shaft, radiator, exhaust system and fuel system, intended for taxi or limousine services.

London Coach Co. Inc. 25 Eldredge, P.O. Box 1183, Mt. Clemens, Michigan 48043, U.S.A. will be a final stage manufacturer responsible for completing vehicles supplied by Carbodies Ltd., with approximate gross weight of 4683 lbs. at completion.

continued/.....

CARBODIES LTD.

MEMBER MANGANESE BRONZE GROUP

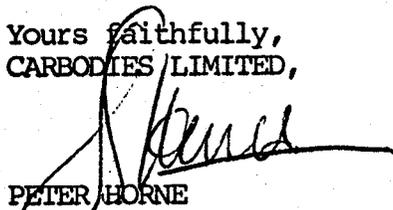
REG OFFICE · HOLYHEAD ROAD · COVENTRY CV5 8JJ · REG IN LONDON No. 382553

3

Anticipated volume of approximately 500 units in the first year.
This should increase to 750 the second year.

Enclosed herewith copy of supporting documentation of the
corresponding application made to you by London Coach Co. Inc.
manufacturers of the completed vehicle, and Carbodies' letter
dated 31st August, 1984.

Yours faithfully,
CARBODIES LIMITED,


PETER HORNE
HOMOLOGATION ENGINEER

COPY

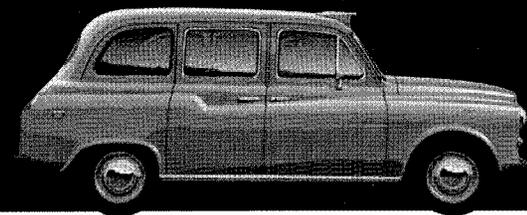
4

The World Famous
London Taxi

Built By



5





The London Taxi, one of history's great motorcars, will now be built in America, because Americans deserve better.

Our organizations are deeply involved in the design and manufacture of specialized vehicles. We have an outstanding reputation for quality, backed by 20 years of commercial motor vehicles that are continually withstanding the test of time and rough treatment in countries throughout the world. We've built thousands of ambulances, police cars, troop carriers, aircraft ground support vehicles and more.

Why have we chosen to form the LondonCoach Company to build the famous London Taxi? Because we recognize a great need. The American taxicab industry and public have no choice. They are forced into converted sedans, trucks or other non-taxis. The shutdown of the popular Checker production forced this upon them. Taxicab conditions in America are generally unacceptable. Americans deserve better. They deserve a taxi that was designed to be a taxi. We've taken all of our experience and set out to fill that void, to build a proper taxi.

The choice was easy. The London Taxi has time-proven toughness and stamina. It is purpose-built. It was designed at the outset for taxi service and is not a modified passenger car. This engineering marvel was

conceived in 1958. It's relatively unchanged design has been scrutinized and perfected under the severest conditions worldwide. Of 46,000 produced for commercial use, over 60% are still in service...a record that speaks for itself.

Our exacting philosophical standards are the same as our counterparts in England - to provide personalized attention to our customers, the taxicab industry. Our vehicle will not only save operating expenses and down-time, it can actually increase your revenue. Easy entry/exit and room for six passengers plus the driver are merely two of its passenger appeals which quickly translate into increased demand for your service. Bolt-on body panels, no annual model design changes and factory direct service to you are unheard of in the American auto industry.

We have achieved a perfect balance of time-proven British chassis design and advanced American componentry and serviceability.

Despite our long involvement with the vehicle manufacturing business, never have we been so enthusiastic about a product as we are about the London Taxi; we're sure you'll agree with us, that this is one of history's great motorcars.

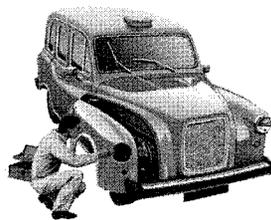
D.F. Landers

D.F. Landers



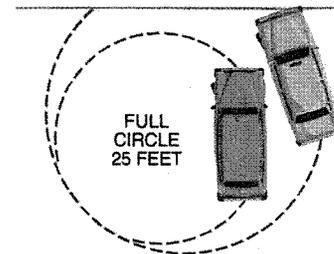
Easy Entrance/Exit

The unique door opening and the flat floor in the passenger compartment make the London Taxi easier to enter and leave. (The flat floor is easy to clean).



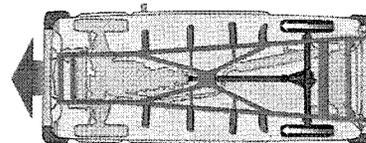
Bolt-On Body Panels

25 years of operator-cooperation resulted in a taxicab design requiring a minimum of down-time. Bolt-on body panels mean rapid repair - unskilled labor handles fender replacement.



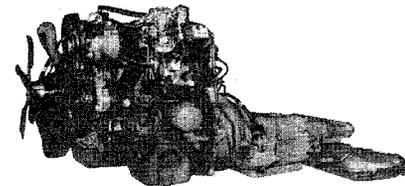
A Fare Advantage

The London Taxi turns a full circle in 25 feet (1/3 less than an ordinary taxicab). That's an advantage driving in city traffic or cruising for a "fare."



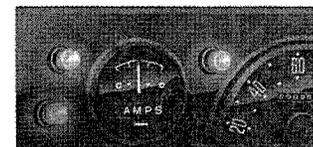
Stronger X-Frame

Rear-wheel-drive, teamed with the stiffness of the heavy gauge, pressed steel, box section, cross-braced frame deliver longer life.



U.S. Made Ford Engine

The fuel-pinching 4-cylinder Ford 2.3 liter engine and C-3 automatic transmission, the same team that powers rugged, 4-wheel-drive trucks. Proven by millions of driving miles.



Automatic Lock System Protects Driver and Passengers.

Driver is protected - passengers cannot exit until fare is paid. Passengers are protected - warning lights alert driver when door is ajar.

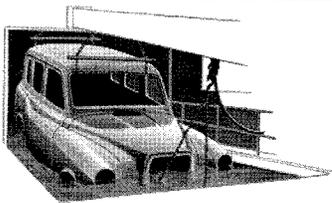


Try stuffing all that luggage into an ordinary cab.



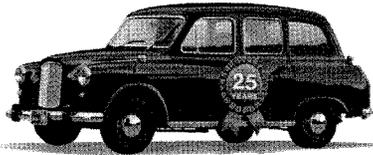
...design taxi high enough so that top-hatted patrons may ride...

The London Taxi interior offers a variety of seating and luggage arrangements as demonstrated by the illustration below.



Protected Against Ravaging Effects of Salt on U.S. City Streets

- Galvanized steel panels are used in high-risk areas.
- Zinc and aluminum-based paints are applied to inside door panels and wheel-well surfaces.
- Special phosphate process prepares steel for paint adhesion and also inhibits rust-creep when painted surface is chipped.
- Body is dipped in rust-proof coating – this paint color is applied and oven baked. The durable finish is 50% thicker than ordinary vehicles.
- The whole underside of vehicle is sprayed with a protective wax coating – as a final step against corrosion.



They Seem to Last Forever – Less Depreciation – No Planned Obsolescence.

It is not unusual for a London Taxi to be in service, roll up ½ million miles and still report for duty every morning. (Based on the long life of the London Taxi, annual depreciation is ridiculously low).



Parts & Service – 6000 Outlets

The Ford engine and transmission serviced by over 6000 U.S. outlets coast-to-coast. To assure expedient parts delivery to any city in the U.S. Facilities are set-up across the country.



Bulky or beautiful...there's plenty of room for both.



Six to lunch or dinner – all fit, no need to split the party.



A Brief History of the World Famous London Taxi

It could be said that design efforts for the "London Taxi" began over three hundred years ago when the British Parliament, recognizing the public's need for safety and comfort standards in the burgeoning hackney coach trade, directed the issuance of "Conditions of Fitness" for public urban conveyance.

The ensuing years have seen many updates and changes to the "Conditions" as the means of carriage have advanced through the horse-drawn hackney coaches, Cabriolets, Hansoms and Growlers, and into the motorized twentieth century. Today, the London Taxi is the only time-proven purpose-built taxicab in the world, and represents three centuries of experience and refinement under the Conditions of Fitness, credentials so solid that the London Taxi design is essentially the same as at its introduction, over twenty-five years ago.

During the last quarter century, the London Taxi has established itself as the world's premier taxi vehicle...for good reason; in the economic realities of today's taxi industry, no other vehicle makes as much business sense for the taxi operator.

The taxi role is one of the most arduous uses to which a vehicle can be subjected. Unlike ordinary automobiles used as taxis, the London Taxi has been designed from the outset as a taxi. The resulting differences are obvious, and best typified by the car's longevity...sixty percent of the London Taxis produced are still in service. It is not unusual to see vehicles in their tenth, twelfth, or fourteenth year with odometers reading in excess of three-quarters of a million miles.

*London Taxi - one of history's great
n cars.*

SPECIFICATIONS

Engine

Ford 4 cylinder in line overhead cam
2.3 liter (140 CID) • Bore and stroke
3.781 x 3.126 • Compression ratio
9:1 • Oil capacity 4.5 qts.
• Electronic emission control.

Transmission

Ford C3 automatic with three
forward speeds, torque converter,
and heavy-duty transmission cooler
in radiator.

Cooling System

Pressure type by-pass circulation
system with four blade electric
thermostatically controlled fan.

Steering

Power assisted Advest cam and peg
steering mechanism.

Brakes

Power assisted four wheel hydraulic
servo system with G.P. valve balance
to rear wheels. Tandem master
cylinder with combined reservoir for
front and rear circuits. Drum
diameter 11 inches. Operation
through pendant geometry pedals.
Pull up hand brake operates
mechanically on rear wheels.

Certain equipment items and features illustrated or described in this catalog are optional at extra cost unless otherwise specified. This catalog contains information that is correct at the time of printing; however, LondonCoach Co., Inc. reserves the right to discontinue or change specifications, models, equipment or prices at any time without incurring obligation.

Suspension

Coil springs at front, semi-elliptic
leaf springs at rear. Rotary type
hydraulic shock absorbers inter-
connected at rear by anti-roll bar.

Rear Axle

Hypoid gearing with three-quarter
floating axle shafts. Ratio 4.375:1.

Wheels and Tires

Pressed steel disc wheels with radial-
ply tires.

Frame

Heavy gauge separate frame, pressed
steel box section cross-braced for
stiffness.

Fuel Tank Capacity

13.8 U.S. gallons.

Fuel Efficiency

21.1 EPA est. mpg,* 23.5 est. hwy.

Electrical

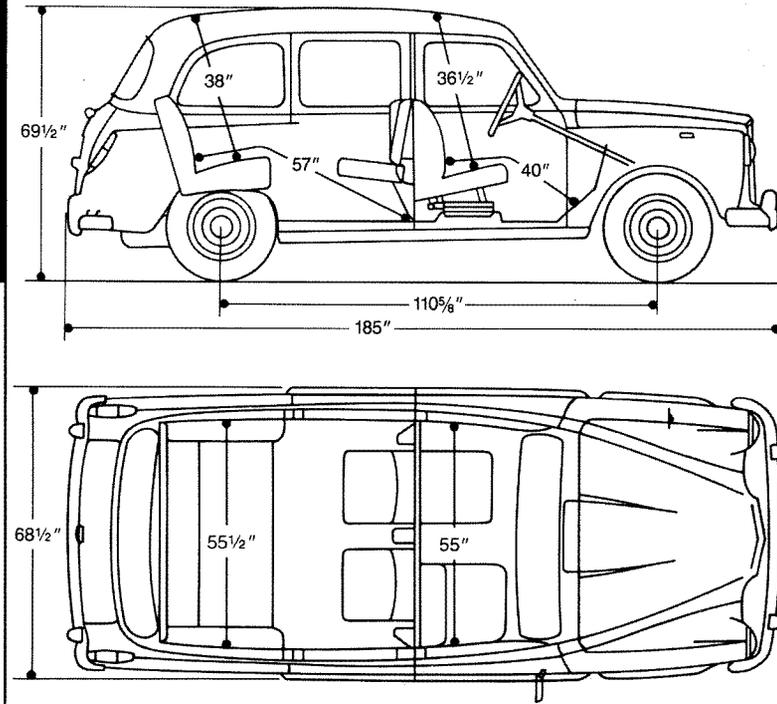
12-volt system. Dimming sealed
beam headlights with foot-operated
dimmer. Sidelights, side marker
lamps. Front amber flashers. Stop/
tail lights, reflectors and rear flashers
incorporated in single units. Rear
license-plate lights. Hazard warning

lights. Three interior lights, two in
the rear compartments. Heater and
demister in driving compartment,
heater in rear compartment with
two-way control. Two-speed wind-
shield wipers. Low note taxi-type
horn. Warning lights to indicate
flashers working, generator not
charging, headlights high beam posi-
tion, hazard warning lights working
and rear doors not closed. Automatic
electrical motion-controlled door
locks on rear doors with lock-
working lamp on instrument panel.
All switches and lamps conform to
U.S. standards. Main body harness to
terminate in multi-pin connectors
to mate with engine electrical
harness connectors.

Instruments

Oil, water, temperature and fuel
gauges, low-charge warning lamp.
Speedometer with trip and total
mileage recorders, concealed
illumination.

*Use these figures for comparison. Your results may differ due to driving speed, weather conditions and trip length. Actual highway mileage will be less. Figures based on 1984 FTC Guide. 1985 figures will be lower for all manufacturers due to changes in EPA fuel label calculation procedures. California figures may differ.



Dimensions

Turning Diameter 25'	Headroom	
Track		Front 36 1/2"
Front 56"	Rear 38"
Rear 56"	Legroom	
Wheelbase 110 3/8"	Front 40"
Overall		Rear 57"
Length 185"	Shoulder Room	
Height 69 1/2"	Front 55"
Width 68 1/2"	Rear 55 1/2"

London Taxi • London Sterling Built By



The LondonCoach Co., Inc.
25 Eldredge • Mt. Clemens, MI 48043 • 313/468-0710
800-222-3133 • Telex: 350299 PSIMOBILE UDUSA



The world famous London Taxi at the popular St. Regis Hotel, Detroit, Michigan.



London Sterling gives you the limousine luxury without excessive price and s-t-r-e-t-c-h.

Our organizations are deeply involved in the design and manufacture of specialized vehicles. We have an outstanding reputation for quality, backed by 20 years of commercial motor vehicles that are continually withstanding the test of time and rough treatment in countries throughout the world. We've built thousands of ambulances, police cars, troop carriers, aircraft ground support vehicles and more.

Why have we chosen to form the LondonCoach Company and build the famous London Taxi and London Sterling? Because we recognize a great need. The American public has no choice. They are forced into taxis which are merely converted sedans, or expensive and ostentatious limousines that have been stretched to provide some degree of comfort. Americans deserve better.

For some time, specially equipped London Taxis have been used in limousine service in countries around the world. The limousine market is expanding and showing steady growth in the U.S. The decline of personal car ownership in urban areas and the generally unacceptable taxi

service also contributes to increased limousine use and will contribute to further growth.

Our London Sterling, a limousine version of the famous London Taxi is designed to offer limousine and luxury car purchasers a unique alternative. It is available with luxurious seating, deep pile carpeting, telephone, power assists, and a solid walnut entertainment console fitted with imported lead crystal, color TV and stereo music center. It will meet the requirements of urban business firms who have a need to provide chauffeured limousines to transport clients or employees, and of course, it is equally at home as a personal luxury car.

The London Sterling is practical, yet timelessly elegant, not flashy and overindulgent. Because of its purposeful, time-proven design, no other automobile can carry seven people more efficiently, and do so without the need for stretching the vehicle or the price.

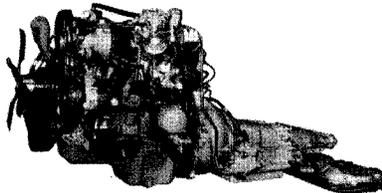
Put the London Sterling, one of history's great motor cars, in service for your business or personal use.

D.F. Landers President



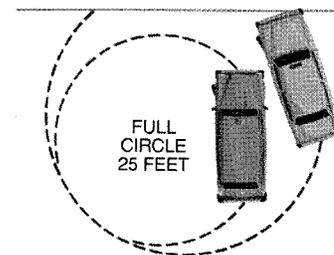
Easy Entrance/Exit

The unique door opening and the flat floor in the passenger compartment make the London Sterling easier to enter and leave. (The flat floor is easy to clean).



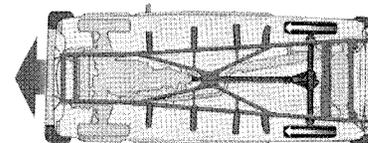
U.S. Made Ford Engine

The fuel-pinching 4-cylinder Ford 2.3 liter and C-3 automatic transmission, the same team that powers rugged, 4-wheel-drive vehicles. Proven by millions of driving miles.



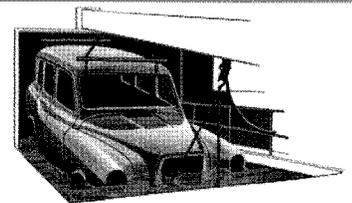
A Definite Advantage

The London Sterling turns a full circle in 25 feet – much less than stretched limousines. The extra maneuverability is a definite advantage in downtown traffic or dueling for a parking space.



Stronger X-Frame

Rear-wheel-drive, teamed with the stiffness of the heavy gauge, pressed steel, box section, cross-braced frame deliver longer life.



Protected Against Ravaging Effects of Salt on U.S. City Streets

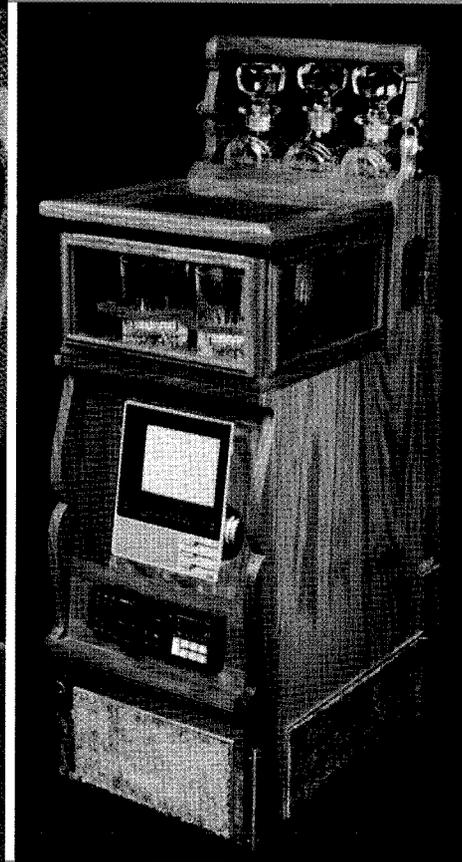
- Galvanized steel panels are used in high-risk areas.
- Zinc and aluminum-based paints are applied to inside door panels and wheel-well surfaces.
- Special phosphate process prepares steel for paint adhesion and also inhibits rust-creep when painted surface is chipped.
- Body is dipped in rust-proof coating – this paint color is applied and oven baked. The durable finish is 50% thicker than ordinary vehicles.
- The whole underside of vehicle is sprayed with a protective wax coating – as a final step against corrosion.

*The London
Sterling...*



*offers the
charm and
luxury of a
Rolls Royce
plus the
stamina of
the world
famous
London
Taxi.*

USA
LondonCoach



At your fingertips—
Console features color TV,
cut lead crystal decanters
and glasses, cool box,
AM/FM/Stereo radio and
cassette.

The solid walnut console
surrounded by comfortable,
rich velour seats and deep
pile carpeting will serve as a
splendid setting for any
meeting. The telephone? It is
cleverly concealed in the
center arm rest.

And, if you'd like to
design your own interior —
we'll handle your special
order.

SPECIFICATIONS

Engine

Ford 4 cylinder in line overhead cam
2.3 liter (140 CID) • Bore and stroke
3.781 x 3.126 • Compression ratio
9:1 • Oil capacity 4.5 qts.
• Electronic emission control.

Transmission

Ford C3 automatic with three
forward speeds, torque converter,
and heavy-duty transmission cooler
in radiator.

Cooling System

Pressure type by-pass circulation
system with four blade electric
thermostatically controlled fan.

Steering

Power assisted Adwest cam and peg
steering mechanism.

Brakes

Power assisted four wheel hydraulic
servo system with G.P. valve balance
to rear wheels. Tandem master
cylinder with combined reservoir for
front and rear circuits. Drum
diameter 11 inches. Operation
through pendant geometry pedals.
Pull up hand brake operates
mechanically on rear wheels.

Suspension

Coil springs at front, semi-elliptic
leaf springs at rear. Rotary type
hydraulic shock absorbers inter-
connected at rear by anti-roll bar.

Rear Axle

Hypoid gearing with three-quarter
floating axle shafts. Ratio 4.375:1.

Wheels and Tires

Pressed steel disc wheels with radial-
ply tires.

Frame

Heavy gauge separate frame, pressed
steel box section cross-braced for
stiffness.

Fuel Tank Capacity

13.8 U.S. gallons.

Fuel Efficiency

21.1 EPA est. mpg,* 23.5 est. hwy.

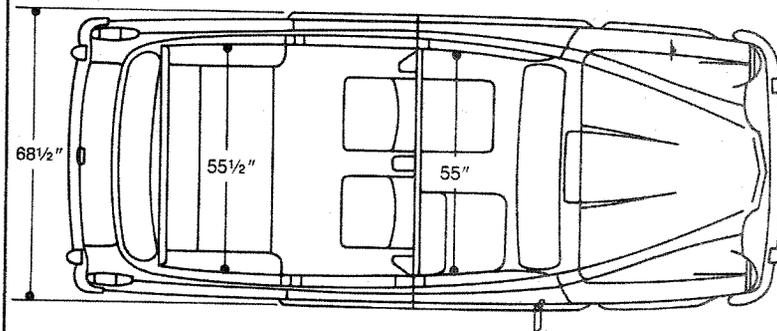
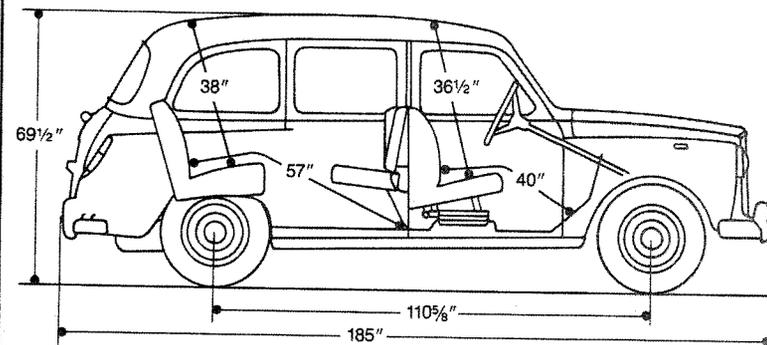
12-volt system. Dimming sealed
beam headlights with foot-operated
dimmer. Sidelights, side marker
lamps. Front amber flashers. Stop/
tail lights, reflectors and rear flashers
incorporated in single units. Rear
license-plate lights. Hazard warning

lights. Three interior lights, two in
the rear compartments. Heater and
demister in driving compartment,
heater in rear compartment with
two-way control. Two-speed wind-
shield wipers. Low note taxi-type
horn. Warning lights to indicate
flashers working, generator not
charging, headlights high beam posi-
tion, hazard warning lights working
and rear doors not closed. Automatic
electrical motion-controlled door
locks on rear doors with lock-
working lamp on instrument panel.
All switches and lamps conform to
U.S. standards. Main body harness to
terminate in multi-pin connectors
to mate with engine electrical
harness connectors.

Instruments

Oil, water, temperature and fuel
gauges, low-charge warning lamp.
Speedometer with trip and total
mileage recorders, concealed
illumination.

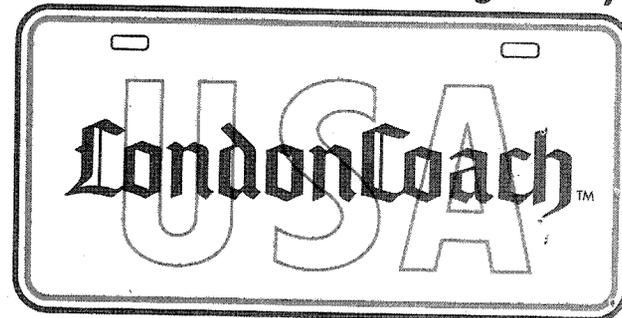
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Dimensions

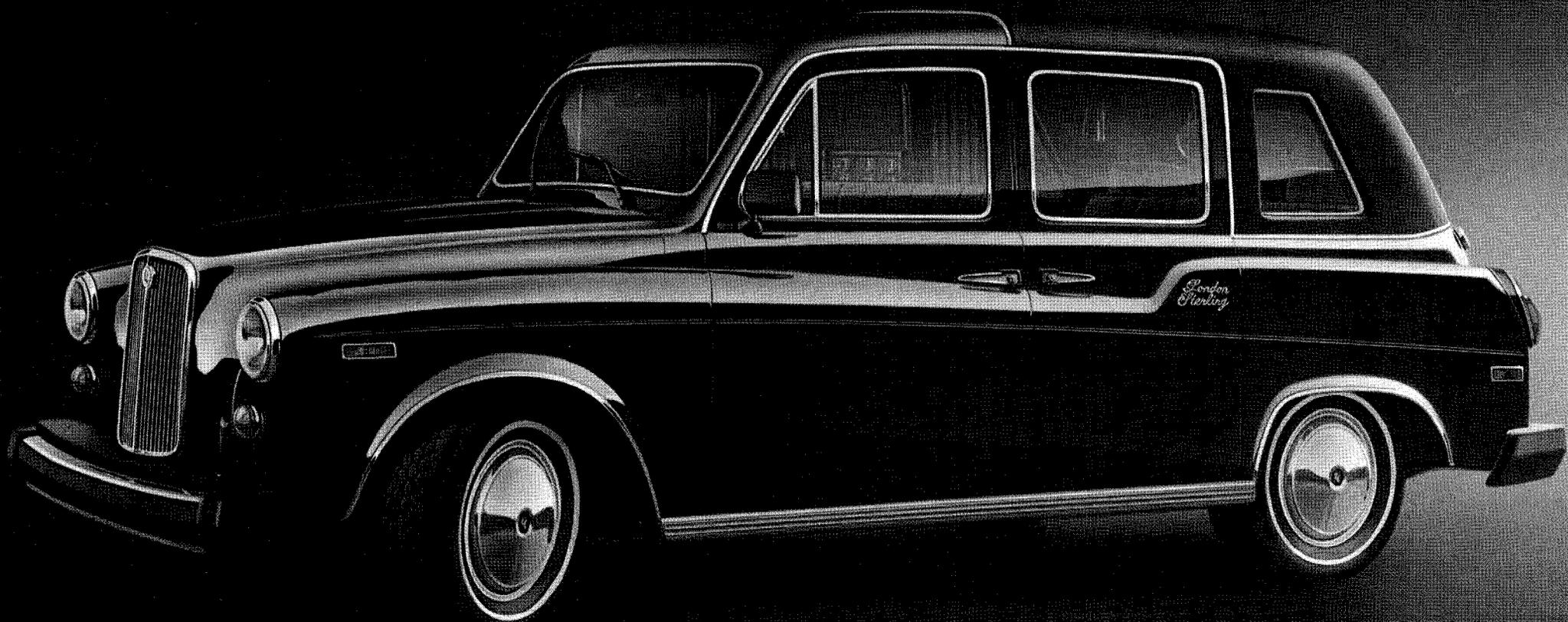
Turning Diameter	25'	Headroom	
Track		Front	36 1/2"
Front	56"	Rear	38"
Rear	56"	Legroom	
Wheelbase	110 5/8"	Front	40"
Overall		Rear	57"
Length	185"	Shoulder Room	
Height	69 1/2"	Front	55"
Width	68 1/2"	Rear	55 1/2"

London Taxi • London Sterling Built By

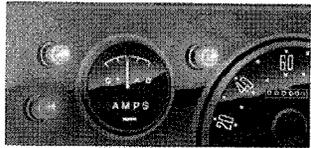


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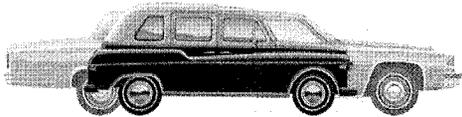
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London Sterling – Timeless Elegance

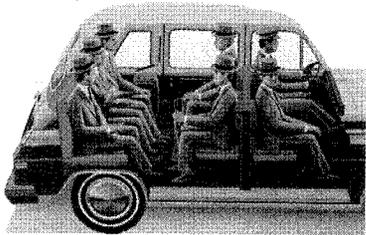


Automatic Lock System Gives Passengers Extra Protection.
Warning lights alert driver when door is ajar. Passengers cannot open doors when vehicle is in motion.



Room and Luxury without STRETCH.

If you like room without stretch, consider the London Sterling. It is custom built to be everything you can possibly want in a luxury automobile.



Top-Hat Test
The British Parliament is reputed to have ruled "that top-hatted patrons may ride without doffing their headgear." Why not take the 'top-hat test' yourself.



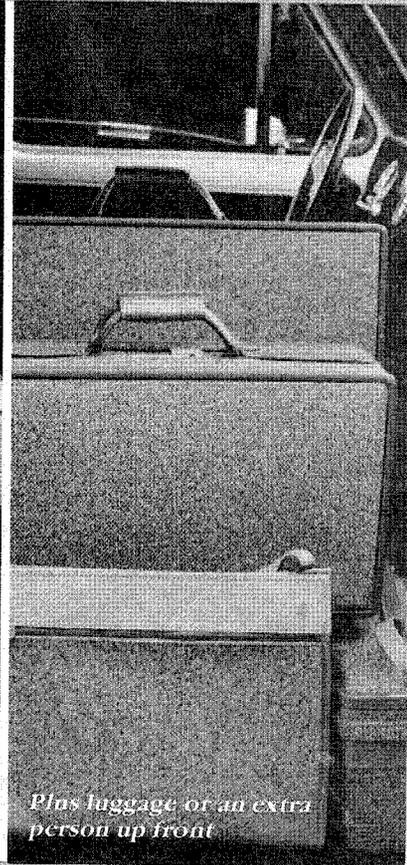
Parts & Service - 6000 Outlets
The Ford engine and transmission serviced by over 6000 U.S. outlets coast-to-coast. To assure expedient parts delivery to any city in the U.S. Facilities are set-up across the country.



Roomy rear seat



Carries 2 extra people



Plus luggage or an extra person up front