



Caroline Pidgeon AM
Chair, Transport Committee
London Assembly
City Hall

Via email

25 February 2015

Dear Caroline,

I am writing to you in your capacity as Chair of the London Assembly Transport Committee, to provide clarification to a number of comments made in today's committee hearing, now reported in the media.

As a home-grown UK-based company, Hailo is committed to developing the transport system for everyone that lives, works and travels in London. We take great pride in our record of working in partnership with drivers and passengers, and have always sought active and thoughtful engagement with policymakers, Transport for London and the London Assembly.

Comments made in today's hearing regarding Hailo's Executive Car service were entirely inaccurate and, I believe, misled the Committee about the purpose and nature of our business.

Statements made by the attendees, and the subsequent coverage, implied that our Executive Car service uses a time and distance meter within a smartphone app to calculate fares. I would like to make clear, that this is categorically not the case. Our Executive Car service calculates a fixed fee based on distance travelled. Not only is this method in strict accordance with existing rules and regulations, it is a fundamentally different model than the one applied by companies such as Uber.

In situations where a customer specifies they want an Executive Car from the start of a journey, they must provide a destination in advance and a fixed price is then quoted upfront. In situations where a passenger cannot obtain a black cab as requested (and only then if the customer has elected to be offered an executive car when a black cab is unavailable), the price will be given at the end of the journey based on exactly the same distance calculation that Hailo uses when quoting a private hire price in advance. We do not use a time and distance meter of any kind in calculating Executive Car fares. We also do not provide a minicab service in either situation.

At a time when the sector is in great flux, we wanted to reassure you that Hailo is 100% committed to our drivers and passengers, and have taken extensive legal advice to ensure that our business supports existing regulations – rules that are there to protect drivers and, most importantly, passengers.

I believe that comments made earlier today, and the inflammatory reporting of them in the media, are unhelpful to the sector, and do not reflect the vision and values of Hailo.



For all of us at Hailo, London is not just another market – it is our home. We hope to continue to work in constructive and meaningful partnership with you, your committee, and Transport for London over the coming weeks and months.

Please don't hesitate to contact me if you require any further information, and I would welcome the opportunity to speak with you, and members of your committee, directly about this issue further.

Warm regards,

A handwritten signature in blue ink, appearing to read "Ron Zeghibe".

Ron Zeghibe
Executive Chairman
Hailo