

**Press release  
For immediate release**

## **365 TAXICABS SAY “BONJOUR” AT MONTRÉAL–TRUDEAU**

**Montréal, November 1, 2017** – Aéroports de Montréal (ADM), the Bureau du taxi de Montréal, Tourisme Montréal and the City of Montréal today welcomed the entry into service of 365 new taxi vehicles bearing the “BONJOUR” logo at Montréal–Trudeau airport.

“Montréal–Trudeau is the main gateway to Montréal, and tourists’ first point of contact with the city. We want them to have a warm welcome that reflects Montréal,” says Philippe Rainville, President and Chief Executive Officer, ADM. “And with 70% of the taxi fleet made up of green vehicles, we are reaffirming our commitment to reducing greenhouse gas emissions.”

### **HIGHLIGHTS**

- **November 1: 365 “Bonjour” taxis enter service at Montréal–Trudeau**
- **Number of taxi permits increased by 17%**
- **70% of the fleet consists of hybrid vehicles**
- **A reduction of 8,689 tCO<sub>2</sub>eq, equivalent to 2,630 fewer cars on the road annually**

Tourisme Montréal is taking the opportunity to announce a competition promoting service excellence by 45 drivers scoring high marks in evaluations by Bureau du taxi “mystery riders” between now and the end of spring 2018. To that end, Tourisme Montréal will be wrapping vehicles with the “BONJOUR” branding.

“We want Montréal to be recognized for its outstanding tourism services. A friendly, warm welcome on board taxis is one way of enhancing the experience for arriving travellers, and it must be made a priority,” says Yves Lalumière, President and Chief Executive Officer, Tourisme Montréal. The measure, initiated under the leadership of Tourisme Montréal as part of the *Montréal vous accueille* project, is being implemented alongside others that include standardization of the visual identities at Montréal’s main points of entry, and the *Semaine de l’accueil touristique* organized in the city’s hotels this past August.

Aref Salem, City of Montréal Executive Committee member responsible for transportation and Chair of the Board of Directors, Bureau du taxi de Montréal, notes: “The ‘BONJOUR’ taxis reflect Montréal’s image as a colourful, vibrant and welcoming metropolis. We are pleased to support the taxi industry in its move toward innovation and service enhancements, which riders at the airport will be the first to benefit from. The ‘BONJOUR’ taxis are also an excellent example of the partnership established around the *Montréal vous accueille* charter. By pooling our efforts, we can enhance our city’s reputation both at home and abroad.”

