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**DESIGN TRUST FOR PUBLIC SPACE PLAYED PIONEERING ROLE
IN CREATION OF NEW YORK CITY'S FIRST PURPOSE-BUILT TAXI:
THE NISSAN NV200 TAXI OF TOMORROW**

New York (March 29, 2012) – On April 6, 2012, the first purpose-built taxi designed and engineered for New York City, Nissan's NV200 *Taxi of Tomorrow*, will be unveiled to the world for the first time. This new taxi would not have been possible without the pioneering efforts of the NYC-based nonprofit Design Trust for Public Space, who first recognized the vital role yellow cabs play in New York City.

"This project represents the Design Trust's mission to improve public space by working with key stakeholders -- in this case, the TLC," says Susan Chin, executive director of the Design Trust. "We are delighted to participate in redesigning a signature element of New York's streetscape, which represents a pivotal moment for advancing the city's transportation system."

Seven years ago, the Design Trust redefined the taxi as "moveable public space," recognizing how it dominates our streets, provides a crucial transit link, and contributes to the city's environmental quality. Through a series of strategic projects, the Design Trust helped the New York City Taxi & Limousine Commission realize the potential for a better taxi vehicle and system, complementing the important transportation initiatives underway to improve circulation and meet the demands of an rapidly-evolving global city.

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Beginning with a hands-on workshop in 2005 (*Designing the Taxi*), the Design Trust successfully convened drivers, medallion owners, and city officials alongside architects, planners, and designers to brainstorm ideas for improving the taxi vehicle. This led directly to the multi-phase *Taxi 07* program, an unprecedented effort that celebrated the taxi's centennial, facilitated innovative new taxi designs (*Taxi 07 Exhibit*), and, in partnership with the NYC Taxi & Limousine Commission, developed a roadmap for how to improve the taxi system over a 10-year period (*Roads Forward*).

These groundbreaking initiatives catalyzed real change, enabling the NYC Taxi & Limousine Commission to now reach what many thought to be an impossible goal—the creation of the first purpose-built vehicle designed and engineered to serve as New York City's exclusive taxi. "Bridging the design and policy worlds, the Design Trust played a truly pivotal role in helping us bring New York City's first exclusive taxicab from concept to reality," said David Yassky, Commissioner of the NYC Taxi & Limousine Commission. "Their pioneering work will help improve the taxi experience for all New Yorkers."

With the NV200 *Taxi of Tomorrow*, every taxi driver and passenger will enjoy superior safety, increased comfort and amenities, and improved durability – a tremendous improvement to today's transportation in the city. Many of the features of the NV200 *Taxi of Tomorrow* were first identified by the Design Trust, including:

- a legible roof light for clear communication
- flat floor for ease of entry and exit
- lights to indicate passenger exits for oncoming cyclists
- sliding passenger doors will not interfere with other traffic or street activity
- clear, panoramic sunroof
- greener interior materials