

Taxi of women, by women and for women

I asked them to use this picture so I am waiting for their approval



Have you ever seen pink taxis? In England, you can find the taxis on the street. The taxis are called “Pink Ladies Cab (www.pinkladiesmembers.co.uk)”. Why are the taxis pink? The owner of the taxi company does not just color for beauty. The color generally represents women. They provide the service for women’s safety so these cars are driven, taken and used by only women. There is one exception, though. People all over the country including men can call and reserve the pink cabs for their wives, daughters, friends, mothers and sisters. Except for that, men are strictly banned. In other words, the cabs are of the women, by the women and for the women. Actually, female taxi drivers are not familiar with us, as you can see around you, you cannot find them easily. However, the pink taxis are getting popular and spreading out now from U.K to Russia, Japan, South Africa and so on.

This business is also tried in In-cheon of Korea last year. Unfortunately, it failed because the business does not make enough money to maintain itself and it is a little bit similar to the Brand Call Taxi which is the units of the special taxi companies. I am going to talk about this later, by

the way. It was supposed to open the business by last November so they prepared and trained two hundred one women drivers. The main problem is that the business is alternative and similar to Brand Call Taxi program. That is the reason why they canceled the business.

Seoul city government devised Brand Taxi Call last year. It consists of three taxi companies which are Navi Call, N Call and Chin-jul call. They serve the taxi with a driver who can speak English, Japanese or Chinese and for Non-smoker or smoker and WOMEN. The rate of the fee is same as the regular one but they would charge one thousand more won for additional fee unless the fee is over five thousand won. . You can call to these numbers to hail a cab, but if you want to take a taxi with a female driver, you should reserve it before at least 2 hours and also, as soon as that person gets on taxi, there is a navigation program that it sends a text message to customers' parents or boyfriends.

Brand Call Taxi	Web sites	Telephone number
Navi call	www.navicall.co.kr	1599-8255
N call	www.dongbucall.com	1688-2255
Chin-jul call	www.kindcall.com	1588-3382

However, there are some problems with that. One problem is that it is not convenient at all. Whenever customers want to take a taxi with a female driver, they should make a call unlike Pink Ladies Cab. The other problem is that they sometimes do not answer phone and they come to pick up the customers. Some people say that it failed as well. Nevertheless, this is a good try like 'Well begun is half of done'. In the past, there was no any this kind of taxi system for women. This step would influence it in the future.

What do you think why the government keeps making this kind of system? To make big money?? No. That is not a main target. Nowadays, there are many taxi robberies to women and this crime are more serious than before. Do you remember the most notorious one? Two years ago, two women on the way to their home were raped and killed by the taxi driver. Thus, women are getting afraid of it and minding to take a taxi late at night now. How many women are scared of taking the taxi late at night? I did a research to fifty women about taking a taxi when backing to home at night on the internet and by hand. According to the research, forty five of the respondents answered that they are afraid of it. I asked one more question to them. Thirty nine of the answers will feel more comfortable if the driver is female.

I interviewed with one of the answers who has taken the taxi driven by the female driver, "I felt more comfortable when I took the taxi, but the driver said that she is also afraid of driving a taxi as a women" , she said. (Kim Hwal-hyun,24) What the women driver is scared happened last year. One female driver was attacked and killed by one men customer in Kim-je. The reason why the guy killed her is that he realized the driver is a woman and thought he could that suddenly when he got on the taxi. Another is that one guy tried to rape a women taxi driver in Je-ju this year. Although we need many female taxi drivers, we should think about their safety, too.