

25 32 2008 - EcoCabs: No Emissions. No Charge.

Dublin based EcoCabs has given taxi-cabs a bit of a twist in a unique, entrepreneurial move that gives Dubliners a free ride in a zero-emissions vehicle using only ad-supported revenue to pick up the check.



Of course, beneath the cab, the company is a marketing firm at heart. By targeting service areas in relation to where the advertiser would like to generate word-of-mouth, EcoCabs has intuitively designed a fleet of moving billboards that can be released at the client's command.

(Via Triple Pundit)