

# The World's First Taxi Powered by Good Energy.™

IMAGINE BEING ABLE TO POWER A TAXI WITH AN ENTIRELY NEW KIND OF FUEL. IT DOESN'T POLLUTE THE ATMOSPHERE... DOESN'T COME IN BARRELS... AND DOESN'T COST THE EARTH. WHAT'S MORE IT'S FREE. AND IS INSIDE ALL OF US IN AN ALMOST INFINITE SUPPLY.

Introducing Mercury Energy's Good Energy™ Taxi - a taxi cab that runs on nothing but the good vibes between people: between passengers, the driver, pedestrians and anyone that might come into contact with it, and even people who hear about it online.

Because instead of passengers having to pay for a fare with cash, we just asked them to pay with 'good energy' - by having fun, by being kind and sharing their own good natured-ness with those around them.

All we asked is that people say and do nice things for each other in the real world and online and in doing so their taxi ride would be free.

Every positive tweet, every Facebook like, and every generous act that we were part of, gave the taxi's battery a boost allowing it to go further, and to make its way around our city.

Be nice to the driver and the battery gets charged, do a good deed and it gets a really big boost. And random acts of kindness like stopping the Taxi to help someone out means you might get a free trip all the way to the airport.

In only 2 weeks, the good energy generated by over 500 passengers fuelled the taxi over 2,700km and made hundreds of smiles and heaps of good deeds all possible.

In doing so, we emphasized the 'car' in good Karma. And 'paid it forward' so no-one had to pay a fare.

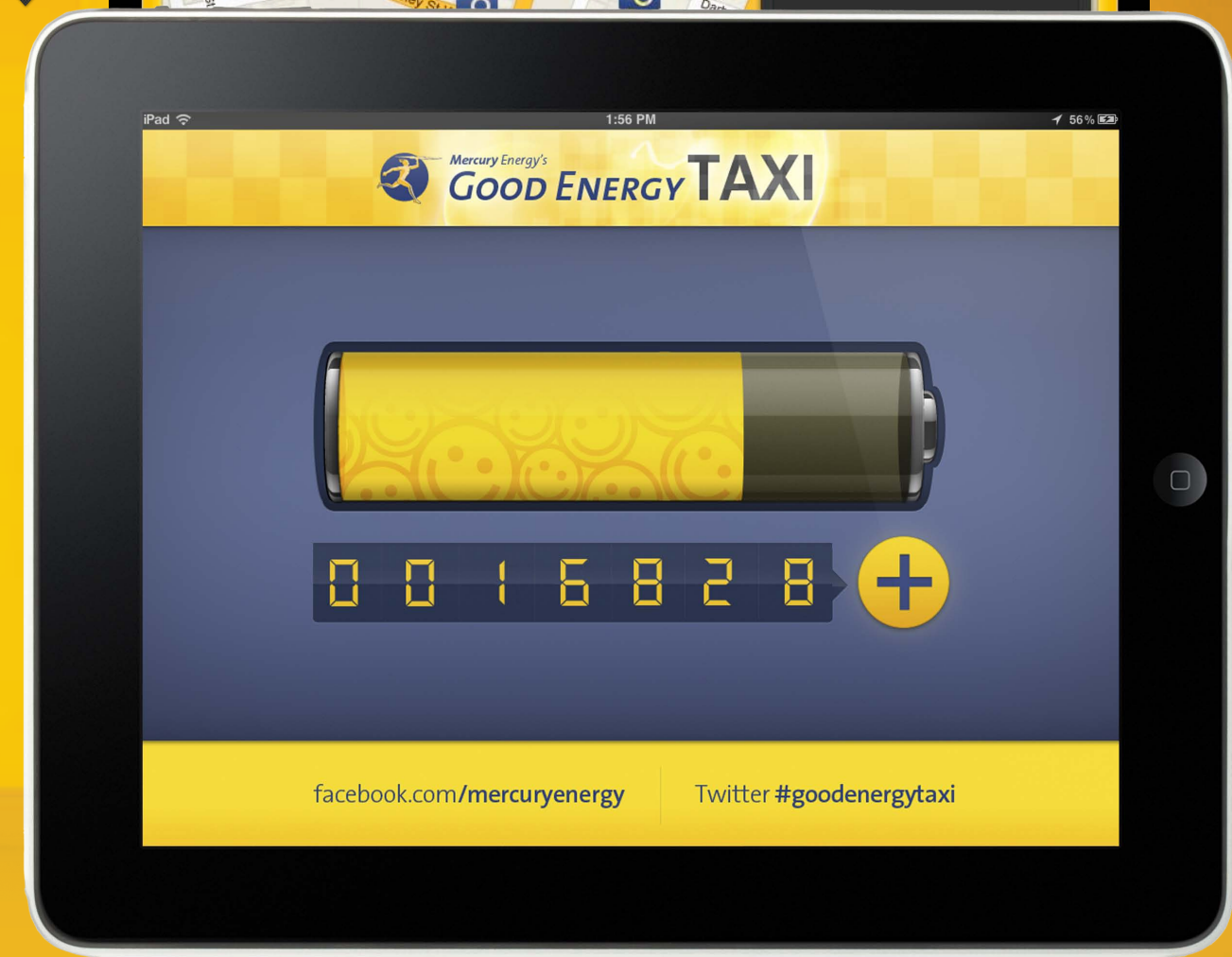
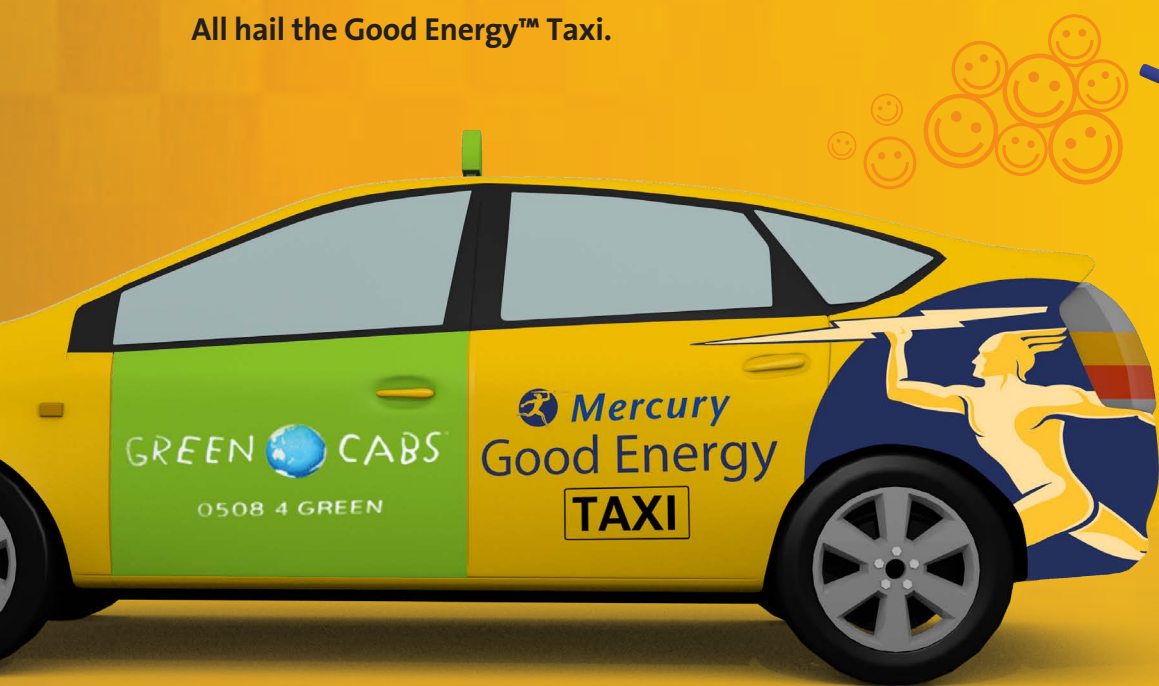
All hail the Good Energy™ Taxi.

RT @devseo: Good Will Hunting in the Good Energy Taxi - bit.ly/LWR1q3 \*Cheers for sharing\* :o) @MercuryEnergyNZ #GoodEnergyTaxi@msjenb

Passenger tweet: Mark the driver of the #goodenergytaxi is taking me 2 the airport 4 free. Legendddd! Coffee on me bud! <http://t.co/8ZbhUcQ4>

Most positive thing on the interwebs that doesn't include Lolcats I've seen in ages. @MercuryEnergyNZ #GoodEnergyTaxi youtube.com/watch?v=uBCgWD

I'm powering free taxi rides with my good energy! <https://t.co/IUPODRWI> #GoodEnergyTaxi



A lot of geekery and "algorithmic stuff" went on behind the scenes to make sure all the good energy data got transferred between the car and the Facebook page.