

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... DOESN'T COST THE EARTH... ...AND 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.

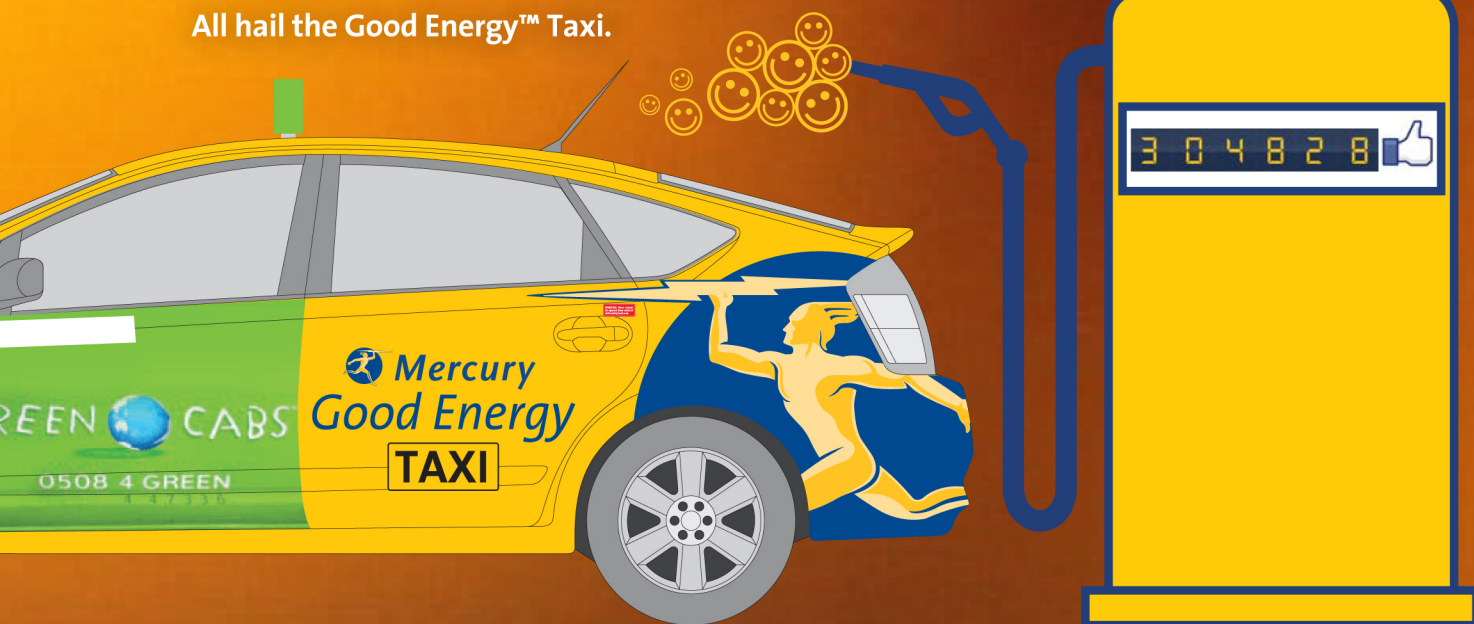
You see, every positive tweet, every Facebook like, and every generous act that we were part of, gave the taxi's battery a boost allowing it to go further, and to make its way around our city.

- 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 two 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.



I'm powering free taxi rides with my good energy!
<https://t.co/IUP0DRWI>
 #GoodEnergyTaxi

RT @zmthundersaki: Becky is off to The Five Year Engagement thanks to @MercuryEnergyNZ #GoodEnergyTaxi. Still time to enter!...

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

- ZM Auckland Black Thunders**
 Taxis are never free right? Well the Mercury Energy ...
 3 hours ago
- Peoples Champion**
 Funny story The majority of staff at Mercury Energy ar...
 21 hours ago
- Andrea Rush**
 Hey don't forget look out for the Good Energy taxi ...
 1 · 1 · Tuesday at 11:21pm

