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Friday, August 6, 2004

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**C2** THE PROVINCE · Friday, August 6, 2004

## START YOUR ENGINE!

### Taxi wheels can now make money, too

**Vancouver's AdFleet Advertising is offering a new and profitable way to customize taxi wheels.**

Starting this September, thousands of cabs in more than a dozen major North American centres will carry non-rotating wheel covers promoting such services as fast-food outlets and sports events.

The wheel covers work much like the weight-balanced chrome rims found on



low-riding SUVs so that the logo always stays in one place no matter what the speed of the vehicle. The covers are attached to the wheel by a bracket system connecting to the lug nuts.