



Emerald photo

A new bike taxi service offers an alternative to the usual taxi.

Duo unveils new bike taxi

By MATT MEYER
Of the Emerald

Calling themselves "innovators of future transportation," two Eugene men have unveiled a new "bike taxi" service in Eugene — a business alternative to gas-powered transportation.

Brent Duering and Dave Cox, the owners of the "Orient Express" taxi service, say they plan to shut down Eugene's conventional taxi system in the coming years.

"We'll actually be replacing the current taxi service," Duering claims.

He says the new service offers an economical, non-polluting ride.

"And our prices are way lower."

Duering is immodest, if a little defensive, in his challenges. His taxis will beat a "regular taxi" from the mall to Valley River Center, he boasts.

"We can go anywhere in town in a 30-minute span."

Although city riding in a bike taxi is more pleasant than in a car, the owners say rides along Eugene's bike paths will be their most popular service. They offer specialty rides such as the "bridge-to-bridge" route or "mall-to-mall" route for special rates.

Both rides run through the parks bordering

the Willamette River.

Duering first encountered bike-taxis in the military while stationed in Thailand.

"This was the way I got around all the time I was there," he says. "I got used to it and I like it."

Many cities in the United States and Europe have had bike taxis for years, Duering says. After returning to Eugene and seeing how "bike-oriented" it had become, he decided to introduce his pedal-powered taxis.

Since the bikes were put out on the street July 20, interest has been high, and Duering says he foresees greater interest.

"The first time people see them, they think they look kind of funny. As gas goes up over two dollars a gallon I think a lot more people will be switching over. Soon you'll be seeing a lot more of these bikes around."

How does it feel to actually push a fully loaded bike around? Driver Larry LaMotte says it's not much different from a normal bike. The taxi, he explains, is geared for hills and loads up to 1,500 pounds.

"It's something you've got to get used to, but all in all it handles pretty well."

The passenger carriage is built with safety and comfort in mind. All the taxis are equipped with a

Continued on Page 18A

Escape
the
Humdrum



Decorate
with
Kites

from
Kites
and other delights
Fifth Street Market
344-KITE
and
The Atrium Downtown
345-4856

Looking for a
place to live?



Check the ODE
Classifieds

Fall Orientation Issue

Just
for you
at all
Jeanery
locations

COUPON

20% OFF

Regular Selling Price

**ALL Movin' On
Jeans IN STOCK**

(offer good with this coupon only expires Oct. 10, 1981)

Moving' On Jeans. Movin' in your direction with the look you want right now. A look that combines great fit with great styling. Movin' On Jeans. Choose from our wide range of the latest fashions. For the look that'll make 'em stop and stare, try on a pair of Levi's® Movin' On Jeans this week.



■ VALLEY RIVER CENTER
■ SPRINGFIELD MALL
(2090 Olympic)
■ EUGENE DOWNTOWN MALL
(77 W. Broadway)



Levi's
JEANSWEAR
QUALITY NEVER
GOES OUT OF STYLE