

Tractor Outdoor secures iconic London Taxi Cabs in Cape Town

Issued by [Tractor Outdoor](#) 29 Mar 2012

Rikkis Taxis is one of the largest taxi services operating in the Greater Cape Town area with over 20 London Cabs and Materias operating 24 hours a day.

"The Rikkis taxi fleet is one of the most visible advertising opportunities currently available in Cape Town," says Simon Wall of Tractor Outdoor. "The entire fleet travels into every corner of the CBD and City Bowl regularly dropping commuters into all the major retail centres in Cape Town like Cavendish, The V&A Waterfront and Canal Walk - where there are currently little or no opportunities to advertise.

"Clients can now have an advertising presence in the Airport and The Waterfront starting at R6 000 per month. This is one of the most affordable and ubiquitous advertising opportunities currently available in Cape Town."

Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry. We specialise in a spectrum of over 150 outdoor media formats in the Western and Eastern Cape, focusing on iconic opportunities in highly sought-after areas. Our product offering also includes the sole media rights to the bus and taxi fleets in these areas.

For the rate card: info@tractoroutdoor.com





- **The Cape Town OOH opportunity: Closing the gap between spend and impact** 29 Apr 2026
- **The most expensive lie in marketing** 21 Apr 2026
- **Tractor Outdoor announces leadership promotions** 27 Mar 2026
- **2026 will redefine how digital billboard networks are built and powered** 18 Feb 2026
- **DOOH once again proves itself highly effective at driving real-world action** 12 Feb 2026

[Tractor Outdoor](#)



Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

[Profile](#) | [News](#) | [Contact](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>