



BRITISH AIRWAYS

A COMPLIMENTARY TAXI SERVICE COURTESY OF BRITISH AIRWAYS



From 18 May to 15 August 2009 we will be offering your customers a complimentary transfer to and from London Heathrow Terminal 5 in a licensed taxi when they book an eligible one-way or return flight in First or Club World for travel during the promotional period.

When they book an eligible one-way flight they will be able to receive a transfer either to or from London Heathrow Terminal 5. And when they book an eligible return flight, they'll receive a transfer both to and from the terminal.

In order to receive the complimentary taxi service, customers need to be members of the Executive Club and resident in the UK. Customers who are not members yet can join the Executive Club and take up this offer.

The complimentary taxi service:

This service is operated by Computer Cab plc using a mixed fleet of licensed London taxis, who will be using a fleet of around 3,000 licensed London taxis including Black Cabs and executive cars depending on the customer's location and travel distance. The complimentary taxi service needs to start or finish at London Heathrow Terminal 5. It covers up to approx. 100 miles from London Heathrow and is available for the following UK mainland postcodes:

AL, B, BA, BN, BR, BS, CB, CM, CR, CV, DA, E, EC, EN, GL, GU, HA, HP, IG, KT, LU, ME, MK, N, NN, NW, OX, PO (excluding Isle of Wight), RG, RH, RM, SE, SG, SL, SM, SN, SO, SP, SW, SS, TN, TW, UB, W, WC, WD and WR.

Eligible flights:

- Published one-way or return flights in First (FA) or Club World (JC) that depart from or arrive into LHR Terminal 5
- Corporate and leisure negotiated net fares are not included in this promotion
- The following routes are excluded: Bangkok (BKK), Singapore (SIN) and Sydney (SYD)
- Open jaw included
- Travel on franchisees, code share partners or oneworld alliance members is excluded
- All sectors must be booked and travelled during the promotional period and after a successful pre-registration
- Eligible one-way flights must start or finish in the UK
- Eligible return flights must start and finish in the UK
- All tickets must be purchased and ticketed in the UK

What your customers need to do:

1. Customers who are members of the UK Executive Club need to register on ba.com/taxi. If they're not a member yet they can join using the link at the bottom of this page.
2. Customers need to ensure their email address is up-to-date in their Executive Club membership account.
3. Book an eligible flight and make sure they provide their Executive Club membership number at the time of booking.

What you will need to do:

There are no different booking instructions for this promotions. You will only need to book an eligible flight for your customer and include their Executive Club membership number at the time of booking. The complimentary taxi service needs to be booked by the customer themselves.

Once customers have made their eligible booking, they will receive a notification email from British Airways within three days to confirm that they can now book their complimentary taxi service.

1. This email will contain a link to Computer Cab plc's website where your customers can book their transfer to and from London Heathrow Terminal 5. If customers have booked an eligible return flight, we advise to also book their taxi service for both the outbound and return journey. They will be able to change their booking if required at a later stage.
2. Customers will need to provide Computer Cab plc with the following information:
 - Executive Club membership number
 - Mobile telephone number
 - Pick up and drop off address, including full postal codes
 - British Airways flight number
 - The time that they want to be collectedComputer Cab plc will only use the information you provide in order to supply the complimentary taxi service and not for marketing purposes.
3. Customers will then receive a booking reference number on Computer Cab plc's website to confirm their complimentary taxi service booking.

More information:

> To find out more about this offer, please visit the "Current promotions" section on batraveltrade.com. For full details on this promotion, please see the Frequently asked questions as well as Terms and conditions below.

FREQUENTLY ASKED QUESTIONS

Eligibility and pre-registration

1. Which customers are eligible for this offer?

This offer is open to Executive Club members (Blue/Silver/Gold) and Premier customers resident in the UK. Customers can visit ba.com/taxi for more information on what they need to do.

If a customer is currently not a member of the UK Executive Club, they can still take up this offer by joining the Executive Club through the link provided on ba.com/taxi. To find out more about the benefits of the Executive Club, customers can visit ba.com/execclub.

2. Do customers need to pre-register?

All Executive Club members need to pre-register prior to making an eligible booking. By providing us with their details we are able to send customers the details on how they can receive their complimentary taxi service. Customers will receive a confirmation that their pre-registration has been successful on screen.

Customers who joined the Executive Club through the link provided on ba.com/taxi will be automatically pre-registered for the offer at the same time so they don't need to do this separately.

If customers joined the Executive Club through a different link on ba.com they will need to visit ba.com/taxi to pre-register separately.

Please note that Premier customers don't need to pre-register for this offer.

3. What if customers can't pre-register on the ba.com offer page?

If customers experience any problems while registering, they need to contact the Executive Club Customer Support Team. Alternatively, please contact your Account Manager at British Airways.

4. Will customers receive promotional material because of their pre-registration?

No. The pre-registration simply allows us to send customers the details for this offer.

Customers can change their contact preferences at any time by logging on to their Executive Club membership account.

5. A customer has registered after having booked their flight. Can they receive the complimentary transfer service?

Unfortunately this offer is only available for eligible flights that are booked after the customer has registered. If customers have already booked their flight and then registered, they will not be able to receive a complimentary taxi service for this particular flight. However, they will receive a complimentary taxi service for all subsequent eligible bookings.

6. Why is this offer only available to Executive Club members?

We are committed to delivering a range of products and services that meet our customers' needs. They are telling us that they want products and services that give them additional benefits and offer value for money while making their journey a little bit easier.

We are trialling this offer for three months with our UK Executive Club members between 18 May and 15 August 2009 and will consider extending it, based on its success and the feedback we receive.

What routes are included in the offer?

7. Which long haul routes are part of the offer?

All BA Mainline routes operating into or out of London Heathrow Terminal 5 are included in this offer. If you are unsure, please visit www.britishairways.com/travel/routedest/public/en

This service will not be offered for travel with British Airways' franchisees, codeshare partners or oneworld alliance members and flights operating to/from Bangkok (BKK), Singapore (SIN) and Sydney (SYD) as these operate from Terminal 4. Flights from London Heathrow Terminal 3 are also not included as these are short haul flights only.

8. Why is this offer only available on long haul routes from Terminal 5?

We are offering this service to customers who have booked First or Club World. The majority of our long haul flights operate to and from Terminal 5.

9. What distance is covered for the complimentary taxi service?

This service covers journeys of up to approx. 100 miles from London Heathrow Terminal 5 and is available for the following UK mainland postcodes only:

AL, B, BA, BN, BR, BS, CB, CM, CR, CV, DA, E, EC, EN, GL, GU, HA, HP, IG, KT, LU, ME, MK, N, NN, NW, OX, PO (excluding Isle of Wight), RG, RH, RM, SE, SG, SL, SM, SN, SO, SP, SW, SS, TN, TW, UB, W, WC, WD and WR.

How do customers book their vehicle?

10. How do customers make a taxi service booking?

Once customers have successfully pre-registered for this offer and made their eligible flight booking, they will receive an email from British Airways within three days after booking their flight to confirm that they are able to book their complimentary taxi service.

Please note that due to the separate data stream for flight booking related emails and marketing emails, the notification email can only be sent to the customer directly.

- Customers need to click on the link in the notification email and will be directed through to Computer Cab plc's website where they will be able to book their transfers to and from the airport.
- Their journey must start or end at London Heathrow Terminal 5.
- They will need to make their taxi service booking at the latest 4 hours before the required pick up time.
- Once they have made their taxi booking, they will receive a booking reference number from Computer Cab plc.
- The latest they can amend or cancel their taxi transfer is four hours before the agreed pick-up time. If they need to amend or cancel their taxi service booking they can either a) call the Computer Cab plc Customer Support Hotline on +44 (0)207 432 1633 and provide their booking reference number or b) retain the British Airways notification email, click on the link and change their booking online on Computer Cab plc's website.

If the customer's flight departs within three days from booking:

- Customers need to call the BA Executive Club on their tier-specific phone number who will confirm that the customer is eligible for the Complimentary Taxi Service and provide them with a 16-digit unique booking code.
- Customers will need to make their taxi service booking at the latest 4 hours before the required pick up time by calling Computer Cab plc's Customer Support on +44 (0)207 432 1633 and providing their 16-digit unique booking number when asked. Computer Cab plc will then be able to make the necessary arrangements for the customer.
- On booking their vehicle Computer Cab plc will provide the customer with their booking reference number.

11. How many emails about the complimentary taxi service will the customer receive?

Customers will receive one email from British Airways for every eligible flight booking they make.

12. What if the customer didn't receive an email from British Airways with details of how to book their complimentary taxi service?

In order to be able to receive the email with details of how to book the complimentary taxi service, customers need to provide us with their correct email address and their Executive Club membership number when making a booking. They will also need to make sure that they are able to receive emails from British Airways by checking their email inbox settings (e.g. spam filters). The notification email will be sent to the email address held on their Executive Club membership account. If customers need to update their personal details on their Executive Club membership account, including their email address, they can do so by visiting ba.com/execclub

We will automatically send customers an email approx. three days after making their flight booking. If a customer hasn't received this email after three days, they will need to contact the Executive Club Customer Support Team.

13. What if a customer has changed their email address?

It can take up to 48 hours for our systems to be updated. Customers need to allow extra time for this to happen before we can send them an email with their complimentary taxi service booking details.

14. When do customers need to book their complimentary taxi service?

Customers will need to make their taxi service booking at the latest 4 hours before the required pick up time. Please also see question 10 for more information.

15. What time should customers book their transport for?

Travelling to London Heathrow Terminal 5:

When booking their taxi service, customers need to allow sufficient time to ensure they arrive at the airport in good time to make their flight.

Of course, customers can check-in online 24 hours before their flight departs and print their boarding pass, giving them more time to sit back, relax and enjoy the Terminal 5 experience and Galleries Lounges.

To ensure we deliver the service our customers expect and avoid delays at Terminal 5, customers must pass through Check-in and Security and be ready to fly at least 35 minutes before their flight departs. If they miss this deadline, they will not be allowed on to their flight. Please [click here](#) for more information.

Travelling from London Heathrow Terminal 5:

Customers should book their return transfer for the time that they wish to be collected from Arrivals. If they have checked baggage to collect or wish to use the Galleries Arrivals Lounge they will need to factor this into their timing. Computer Cab plc will monitor flight arrival times. If a customer's flight arrives earlier or later than scheduled, Computer Cab plc will adjust their collection time accordingly.

16. What information do customers need to provide Computer Cab plc in order to make their taxi service booking?

Customers will need to provide Computer Cab plc with their:

- Executive Club membership number
- Mobile telephone number
- Pick up and drop off address, including full postal codes
- British Airways flight number
- The time that they want to be collected

Computer Cab plc will not use the information customers provide for marketing purposes but only to provide the complimentary taxi service.

17. Do customers need to book their outbound and return taxi at the same time?

Yes, however if a customer's plans change, they can change or cancel their booking by following question 18.

18. What happens if a customer needs to cancel or amend their taxi service booking after they have made it?

The latest customers can amend or cancel their transfer is four hours before the agreed pick-up time. If customers need to amend or cancel their taxi service booking they can either a) call the Computer Cab plc Customer Support Hotline on +44 (0)207 432 1633 or b) retain the British Airways email, click on the link and change their booking online on Computer Cab plc's website. As mentioned in question 15, if the inbound flight to Terminal 5 is early/late Computer Cab plc will adjust the customers' collection time accordingly.

What vehicles are used?

19. What vehicles will be used?

Computer Cab plc are a mixed fleet supplier, offering the iconic licensed London Black Cab and Executive Cars, including Mercedes-Benz, BMW or vehicles of a similar or superior standard.

20. How big are the vehicles?

The vehicles offered are able to carry a maximum of three passengers with a maximum of three suitcases. The front passengers' seat in the Licensed Cab is used for transporting luggage.

21. Why is there a mixed fleet being offered?

A mixed fleet is being used to ensure the best possible service for our customers. A Black Cab will be provided for those journeys with a London pick up or destination address. This will ensure that the drivers can take the fastest route as all taxi drivers have passed "The Knowledge" and are able to use the bus lanes.

All longer journeys will be carried out by an Executive Car and this will ensure comfort for our customers on those longer journeys.

22. Can customers choose what vehicle I book?

Computer Cab plc will allocate the customers' vehicle based on distance to the airport. London Black Cabs will be used for greater London addresses, whilst Executive Cars will be used to cover longer distances. On occasions it may be necessary to use an Executive Car to service a journey within the greater London zone.

23. Can customers take other passengers in the vehicle with them?

As long as all passengers are travelling to the same destination they can travel in the customer's vehicle. Please note that the vehicles offered are able to carry a maximum of three passengers with a maximum of three suitcases. The customers' journey must start or finish at London Heathrow Terminal 5.

What are the pick up / drop off locations?

24. Where will the vehicle drop off and pick up customers at Terminal 5?

Customers will be dropped off at the Departures Level at the Southern end of Terminal 5, at Zone J or H.

On arrival at Terminal 5 customers will be met by their driver who will have a British Airways and Computer Cab plc co-branded name board with the customer's name clearly displayed. The driver will be waiting near Costa Coffee.

25. What should customers do if their vehicle does not arrive at the agreed pick up time?

If the customer's vehicle has not arrived within 10 minutes of the agreed pick up time, they need to call Computer Cab plc's Customer Support Hotline on +44 (0)207 432 1633 and provide their booking reference number.

In the event that a customer lands at Terminal 5 and there is no driver waiting, customers can either contact Computer Cab plc's Customer Support Hotline or alternatively, seek assistance directly from the Customer Service team Zone E for Club World, and Zone H for First.

26. What happens if a customer is late to the pick up point?

Travelling to London Heathrow Terminal 5 to get their flight:

The customer's vehicle will arrive at the agreed pick up time. If they do not arrive within 10 minutes of the agreed pick up time the driver will call the customer using the mobile telephone number the customer has provided at the time of booking their vehicle. If the driver has not heard from the customer within 30 minutes of the agreed pick up time they will assume that the vehicle is no longer required and the vehicle will leave the address. If the customer does no longer require their vehicle they will need to cancel their booking as outlined in question 18.

Travelling from London Heathrow Terminal 5:

Computer Cab plc will monitor flight arrival times. If the customer's flight arrives earlier or later than scheduled, Computer Cab plc will adjust their collection time accordingly. The driver will wait 30 minutes after the agreed pick up time, after which the vehicle will leave the airport.

If the customer is concerned on arrival at Terminal 5, they can contact Computer Cab Customer Support Hotline on +44 (0)207 432 1633.

Other Information

27. Who can customers contact if they have a complaint?

For any British Airways related complaints customers can contact the [Executive Club](#) or the British Airways [Customer Relations team](#).

In the event that customers are dissatisfied with the level of service offered by Computer Cab plc they can contact customerservices@comcab.co.uk

28. What if a customer leaves something in the vehicle?

Before leaving the vehicle customers need to ensure that they have all their personal belongings with them. In the event that they leave something behind, they can call the Computer Cab Customer Support Hotline on +44 (0)207 432 1633 who will be able to assist them.

29. What are the opening hours of the Computer Cab Customer Support Hotline?

The Computer Cab Customer Support Hotline is available 24/7/365.



BRITISH AIRWAYS

COMPLIMENTARY TAXI SERVICE PROMOTION FULL TERMS AND CONDITIONS

1. Eligibility and Pre-registration

1.1. This promotion is only open to Eligible Participants. An Eligible Participant is a member of the British Airways Executive Club resident in the United Kingdom aged 18 years or over.

British Airways Plc ("BA") reserves the right to verify that participants are Eligible Participants. By taking part in this promotion, Eligible Participants confirm that they accept the terms and conditions set out below.

1.2. To participate in this promotion, Eligible Participants must:

- a) first pre-register their details by clicking on the "Register now" button provided at www.ba.com/taxi or on the promotional email from BA,
- b) ensure they provide BA with their correct email address by updating their Executive Club membership account, and then
- c) book and complete all sectors of a Qualifying Flight between 18 May and 15 August 2009 inclusive (the "Promotional Period") and provide their Executive Club membership number at the time of booking.

A "Thank you" webpage will be displayed to confirm that the Eligible Participant's pre-registration has been successful. Please note that only Qualifying Flights that are booked after a successful pre-registration for complete travel within the Promotional Period will count towards the reward.

1.3. Customers who wish to take part in this promotion but are not yet members of the BA Executive Club must enrol with the Executive Club via the "Join the Executive Club" link provided on the above-mentioned web page that will also automatically register them for inclusion in the promotion. Customers who enrol with the Executive Club using a different link will also need to then separately pre-register for this promotion as described in paragraph 1.2.

2. Qualifying Flights

2.1. A Qualifying Flight is a published one-way or return flight departing from or arriving in London Heathrow (LHR) Terminal 5 only and which is booked and completed during the Promotional Period on a BA mainline service in the following travel classes and booking fares: (i) First (F, A); (ii) Club World (J, C). Corporate negotiated net fares are not applicable for this promotion.

2.2. The following routes are excluded from this promotion: Bangkok (BKK), Singapore (SIN) and Sydney (SYD). For details of BA mainline long haul routes from London Heathrow (LHR) Terminal 5, please visit http://www.britishairways.com/travel/routedest/public/en_gb

2.3. Flights on BA's franchisees, codeshare partners or oneworld alliance members are excluded from this promotion. Return bookings where travel starts and ends at the same airport but where the outbound destination and inbound departure airports are different (open jaws within IATA) are permitted. All Qualifying One-way Flights must start or finish in the UK; all Qualifying Return Flights must start and finish in the UK. All tickets must be purchased and ticketed in the UK.

2.4. Bookings can be made at ba.com, by calling BA Direct Channels or contacting a travel agent. Please be advised that not all fare types will be eligible for this promotion. To be sure of purchasing an eligible ticket for this promotion when booking on ba.com, please check the fare of your selected flight is eligible for this promotion by following these steps:

- a) Select your departure and destination airports as well as travel date(s).
- b) Select the following category under "Flight class": for First select "First" and for Club World select "Business/Club".
- c) Select the number of travellers and click on "Get flights".
- b) Choose your travel date(s) and click on "Continue".
- c) Click on the flight number of your selected flight in the column "Flight Operating Airline". The fare applicable for your selected flight will be displayed under "Selling class".

2.5. A service fee may apply at the time of booking. Further details and conditions on service fees for tickets purchased through BA Direct Channels can be found on ba.com by entering "global service fees" in the search box. Please contact your travel agent for any other applicable service fees when purchasing a ticket from them.

3. Reward

3.1. Eligible Participants who pre-register and book a Qualifying Flight for complete travel within the Promotional Period are entitled to a Complimentary Taxi Service to and from London Heathrow (LHR) Terminal 5, which must be pre-booked in conjunction with a Qualifying Flight. The Complimentary Taxi Service must start or finish at London Heathrow (LHR) Terminal 5.

3.2. The Complimentary Taxi Service is available if the designated pick-up and drop off points are within the following UK mainland postcodes only: AL, B, BA, BN, BR, BS, CB, CM, CR, CV, DA, E, EC, EN, GL, GU, HA, HP, IG, KT, LU, ME, MK, N, NN, NW, OX, PO (excluding Isle of Wight), RG, RH, RM, SE, SG, SL, SM, SN, SO, SP, SW, SS, TN, TW, UB, W, WC, WD and WR.

3.3. There is no limit to the number of times an Eligible Participant can take advantage of the Complimentary Taxi Service offer during the Promotional Period.

3.4. The Complimentary Taxi Service is not available on complimentary tickets or complimentary upgrades, on connecting flights, transfers or add-ons, or any other non-Qualifying Flights, which the Eligible Participant may wish to take. It is not transferable, non-refundable and no cash or credit alternative will be offered.

3.5. The Complimentary Taxi Service is provided by a third party supplier, Computer Cab plc, using a mixed vehicle fleet of licensed London taxis including Black Cabs and executive cars. Computer Cab plc will determine the type of vehicle to be used for the Complimentary Taxi Service depending on the Eligible Participant's individual journey and resources available.

3.6. Eligible Participants who have qualified for the reward will receive a notification email from BA with details on how to book their Complimentary Taxi Service and a link to the booking webform of Computer Cab plc within 3 days of booking. If Eligible Participants have booked a Qualifying Return Flight they will need to book their Complimentary Taxi Service for both the outbound and return journeys. However if required, Eligible Participants will be able to change their Complimentary Taxi Service booking as mentioned in paragraph 4.2. Eligible Participants will receive a booking reference number which will be displayed on Computer Cab plc's website to confirm their Complimentary Taxi Service booking.

3.7. Eligible Participants who (i) book a Qualifying Flight for travel within 3 days of departure or (ii) have not received the notification email from BA with details on how to book their Complimentary Taxi Service need to call the BA Executive Club on their tier-specific phone number to arrange their Complimentary Taxi Service. For general enquiries please call 0844 493 0747 (from the UK) or +44 191 490 7901 (outside the UK). Opening hours are: Mon-Fri 08.00-20.00 hours, Sat-Sun 09.00-17.00 hours (GMT).

3.8. It is the responsibility of the Eligible Participants to ensure that they book their Complimentary Taxi Service with sufficient time to enable them to arrive at the airport on time and travel on their Qualifying Flight, at least 4 hours before the required pick-up time. Please note that when travelling from London Heathrow (LHR) Terminal 5 all travellers are required to pass through Check-in and Security and be ready to fly at least 35 minutes before departure.

3.9. At London Heathrow (LHR) Terminal 5 Eligible Participants will be picked up by a Computer Cab plc driver in Terminal 5 Arrivals and dropped off at Terminal 5 at the Departures Level, Southern End, Zones J and H.

3.10. Computer Cab plc's drivers will wait for a maximum of 30 minutes, after which they will advise the Eligible Participant that they can wait no longer and are being released to the next assignment.

3.11. Eligible Participants can take other passengers in the vehicle for their Complimentary Taxi Service as long as all passengers are travelling to the same destination on a direct route and the carriage of such other passengers is not in breach of any legal restrictions on the number of passengers that can be carried by the assigned vehicle.

3.12. Computer Cab plc will only use the information provided by the Eligible Participant to provide the Complimentary Taxi Service and not for marketing purposes.

3.13. Third party terms and conditions apply. BA is not responsible for the acts or omissions of the third party supplier, nor for any deficiency in the facilities and services offered. In particular, BA has no liability for any damage, loss, personal injury, or death incurred during the use of such facilities and services unless such damage, loss, personal injury or death is/are caused solely by BA's negligence.

4. Change of travel arrangements

4.1. Eligible Participants who change their flight travel arrangements after the date of booking will not be eligible for a Complimentary Taxi Service unless their revised travel arrangements also qualify under the terms of this promotion.

4.2. It is the responsibility of the Eligible Participant to inform Computer Cab plc of any changes to their booked Complimentary Taxi Service beforehand by either

- a) calling Computer Cab plc' Customer Support Helpline on +44 (0)207 432 1633 and quoting the booking reference number of their Complimentary Taxi Service or
- b) by clicking on the link of the notification email they received from BA and changing their booking online on Computer Cab plc' website.

The minimum time for any changes to existing bookings is 4 hours before pick-up time.

Thereafter, the Complimentary Taxi Transfer cannot be guaranteed.

4.3. If Eligible Participants fail to cancel their Complimentary Taxi Service booking and the vehicle arrives at the appointed time and place as initially requested by the Eligible Participant, the Complimentary Taxi Service cannot be re-booked in conjunction with the same flight booking.

5. Disclaimers and notices

5.1. This promotion cannot be used in conjunction with any other offer, promotion or deal, including but without limitation to: (i) redemption bookings; (ii) travel agent or industry discounted fares (including agency, industry, employee discounts), inclusive holidays, group discount fares, child/infant fares or senior citizen fares, whether or not booked in one of the qualifying classes; (iii) bookings made with vouchers (e.g. shareholder's discount voucher).

5.2. BA reserves the right to alter fares for commercial reasons during the promotional period.

5.3. All passengers are carried by BA in accordance with its General Conditions of Carriage for Passengers and Baggage (copies available on ba.com, at "Legal" - "General Conditions of Carriage") and its Notice and Conditions of Contract as stated on each ticket or itinerary as provided.

5.4. BA reserves the right to cancel or amend the terms of this promotion, without notice, in the event of major catastrophe, war, civil or military disturbance, earthquake or any actual, anticipated or alleged breach of any applicable law or regulation or any other similar events beyond its control.

5.5. BA is in no way liable for the reproduction or indirect access via third party web site or home page access which reproduction misstates or omits any of the information or terms and conditions of this promotion.

5.6. This promotion will be governed by English law and is subject to the exclusive jurisdiction of the English Courts. Promotional materials form part of these terms and conditions.

5.7. The Promoter is: British Airways Plc ("BA"), Waterside, PO Box 365, Harmondsworth, West Drayton, UB7 0GB. Registered No. 1777777 England.