



DINKY TOY TAXIS



24ZT / 542 – Simca Ariane

In 1959 Dinky intelligence got wind of a plan by the car manufacturer Simca to absorb the Paris taxi company G7 and convert its fleet to Simca Ariane sedans. Hoping to profit from what would be a major event, Dinky's factory in the Paris suburb of Bobigny modified the dies for their existing Simca Versailles sedan (no.24Z) to produce an Ariane taxi.

The Versailles and the Ariane were, respectively, the mid-level and basic models of the same Simca. At the Dinky scale the models would be indistinguishable so the Dinky Versailles could easily pass for an Ariane.

A few dozen of the new taxis were initially painted in the G7 fleet colors of red and black, but unfortunately Dinky got the combination backwards, with the tops black and the bodies red.

The mistake was corrected toward the end of 1959, but the first Dinky Arianes were shipped in boxes that depicted the taxis in the wrong colors.

Dinky may have originally planned to issue the Ariane taxi as the Versailles taxi. Dr. Edward Force lists the Versailles taxi under the same Dinky number but says that the toy was not issued.

Nevertheless, a Google search on "[dinky versailles taxi](#)" pulls up several pictures of Dinky-style Versailles taxis, some complete with boxes labelled Versailles (below).

These Versailles taxis are the work of Atlas Editions who for many years produced high-quality replicas of Dinky toys. The Atlas Versailles taxis are painted in the reverse G7 colors to distinguish them from the Dinky Ariane taxi.

The Versailles sedan (nos. 24Z and 541) was produced from 1956 to 1960.

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The Ariane taxi was (nos. 24ZT and 542) was produced from 1959 to 1962.

Dinky later produced another G7 taxi in the form of the [Peugeot 404](#).

Picture Sources (page 1)

Left top and bottom – Delcampe.net: Dinky Toys Simca Ariane Taxi ([Link](#)).

Left middle and Center – Dinky Toy Collectors Association forum: 24zt and 542 Simca Ariane taxi (1959-1962) ([Link](#)).

Right -- Jouets Anciens de Collection: Dinky Toys Chambord et Versailles ([Link](#)).

Other Notes

Dr. Edward Force, *Dinky Toys*, 3rd edition (Schiffer Publishing, 1996), p. 148 (note re Versailles taxi not issued).

La Boite à Jouets - Minicirque - Mon P'tit Garage: Les Taxis Dinky Toys ([Link](#)). An affectionate 3-page gallery of Dinky Toy taxis. Page 2 tells of the introduction of the Ariane taxi.

“Simca Ariane,” Wikipedia ([Link](#)).

Maz Woolley, “Atlas Editions has stopped taking any subscriptions,” Model Auto Review, May 9th 2018 ([Link](#)). Notice that the Atlas Editions parent company, De Agostini, has ceased any new production of Dinky replicas, but apparently is continuing to supply current replicas to collectors and vendors.

