



DINKY TOY TAXIS



1400 – Peugeot 404

This taxi was produced by Dinky's French factory in Bobigny from 1967 to 1971. It was a sibling of the Peugeot 404 sedan (no. 553) which was produced from 1961 to 1967.

This taxi and the [Simca Ariane](#) both have a paint job that definitely represents a real-world taxi livery. It is a faithful copy of the colors worn by the Arianes and Peugeot 404s of the G7 taxi company (next page).

In addition to the red over black color scheme, the Dinky taxi sports the contemporary G7 company logo on the rear doors and trunk.

G7 was founded in 1905 as Compagnie française des automobiles de places (French Passenger Automobile Company).

In 1913 the company was purchased by the



Mirabaud bank and the name was changed to G7, referring to Garage No. 7 located in the Paris suburb of Saint-Ouen.

By then G7 owned more than 85 percent of the 10,000 taxis in Paris.

In 1914 G7 supplied a large proportion of the legendary [Taxis of the Marne](#) when the French government requisitioned 1,100 taxis to rush troops from Paris to confront the invading German army.

More than a century later (2024) G7 has evolved into the leading taxi booking agency in Europe.

Page 1 Continued...





Above: A real-life Peugeot 404 wearing G7 colors.



Above: Source picture for G7 logo on page 1.

Picture Sources

Page 1 Left top -- Salorges Encheres (Nantes, France) ([Link](#)).

Page 1 Left middle and bottom and Right – Quality Diecast Toys (QDT) ([Link](#)).

Page 1 Center and Page 2 Left bottom – Source picture for the G7 logo on page 1 is abac077's Flickr photostream photo of a 1956 Citroen traction avant (front wheel drive) G7 taxi ([Link](#)).

This page Left top – Mireille Dugré on Pinterest ([Link](#)). Ms Dugré's Pinterest site has more pictures of Paris and other taxis.

