



# DINKY TOY TAXIS



## 115 – UB Taxi

The UB (United Biscuits) taxi was unique in that although it was made by Dinky they did not sell it. Built on the chassis of Dinky's Ford Model T roadster (no. 109), it was offered as a premium by United Biscuits to promote McVitie's "Taxi" biscuit bars.

It just so happened that the United Biscuits plant was a near neighbor of the Dinky factory on Liverpool's Binn's Road and *"the person who at this time was the marketing manager at Meccano Ltd had been hired from United Biscuits.... To get the model customers had to send off four token wrappers from the new 'Taxi' biscuits and a small amount of money. The model was provided in a plain white box."*

A limited number of the taxis was produced in Hong Kong from 1978 to 1980.



The Hong Kong number 115 was reassigned from the Plymouth Fury sedan manufactured in England from 1965 to 1969.

The passenger compartment, apart from the rear window, was a closed box. Fake windows with blinds were painted on the sides and the partition behind the driver's seat was inscribed with an interior view, including the oval rear window.

Sensing a market for the attractive little car, Dinky brought out its own version, called [Happy Cab](#), from 1979 to 1980 (no. 120).

Meanwhile, *"Comprising layers of wafer, caramel, and chocolate creme, the [Taxi] bar was topped off with a coating of chocolate and was delicious in every way possible."*

Unfortunately the Taxi bar was withdrawn from production in 2015, mourned by biscuit lovers throughout the U.K.



## Picture Sources (page 1)

**Left top and Center** – DinkyTVSpace.com.  
Includes quoted information about the UB  
taxi origin and promotion. ([Link](#))

**Left middle** – Little Wheels. ([Link](#))

**Left bottom** – “McVitie's biscuits that no  
longer exist but we'd love to see again,” by  
Lee Garrett, Leicester Live, 12 March 2023.  
Includes description of delicious taxi bars.  
([Link](#))

**Right** – tresorboutik via ebay. ([Link](#))

