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TECHNOLOGY

Corvus puts wind under taxi sails

Hollie Shaw, Financial Post | Friday, Aug. 27, 2010

Corvus Energy Ltd. has chosen Taxi Vancouver as its agency of record. Corvus, formed by a group of industrial designers looking for ways to reduce emissions from heavy diesel-powered machinery, sells a battery technology for electric and hybrid machines and renewable energy storage systems for wind and solar farms. "It's not every day you get the opportunity to shape a brand from the beginning, which is why this is an exciting opportunity for us," said Russell Stedman, Taxi Vancouver's general manager. "Corvus is made up of an inspiring group of people and we were instantly engaged. It's an expanding category, an interesting company and, ultimately, a great fit." Work will begin with brand positioning and identity and then focus on a global initiative next year.

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