

Limo v. Bus

Bus Companies:

- Can be late
- Are often multi-generational owned by older people
- Have larger facilities and often own the buildings
- Book jobs further in advance
- Often require deposits and may limit itinerary changes
- Have hours or days that they are “closed”
- Transport more people
- Must meet stricter D.O.T standards
- Often sell seats with rooms, meals and tickets included
- Can sell to venture capital groups

Buses:

- Cost more to buy, repair, clean and house
- Are more central to company identity
- Are easier to finance at higher amounts for longer periods
- Have longer lifespans and greater residual values
- Are harder to replace on the road or last minute
- Rent for less per seat

Bus Captains:

- Require random alcohol & drug testing
- Require a special license
- Require more training time
- Work longer days
- Make less per hour and more per week
- Are often “set in their ways”

Black Car (Limo) Companies:

Can't be late

Are never closed to their clients or guests

Have last minute bookings daily and frequent route changes

Have more direct contact with end users

Enjoy greater customer loyalty

Are required to communicate with bookers more often

Are often worldwide ground transportation agents

Work with multiple other black car companies daily

Have direct access to the "C-Suite"

Often have clients become investors in the company

Black Cars:

Are easy to learn and operate

Have diagnostic and repair information readily available

Are easy to replace with little notice anywhere in the U.S

Are interchangeable with regards to brand, style and even type

Do not hold value if used in a high mileage operation

Are often sold with warranties that cover the entire length of ownership

Can be financed at a lower interest rate

Chauffeurs:

Can be pulled out of McDonalds, trained for an hour and sent on a run

Are more accommodating to the guests

Must look the part

Work less hours and make more per hour

Are flexible with work schedules and guest types

Are tech savvy