What you need to know about eco-friendly livery

Boston Green Tourism meeting
April 26, 2012
What is eco-friendly livery?

- Like traditional livery/car service, eco-friendly livery provides chauffeured ground transportation

- Unlike traditional livery/car service, eco-friendly livery uses fuel-efficient vehicles instead of traditional Lincoln Town Car or Chevy Suburban
Ground transportation’s impact on the environment

- Burning one gallon of gasoline creates 20 pounds of CO2 emissions

- According to the EPA, the Lincoln Town Car creates 10.2 tons of CO2 emissions per year (=15,000 miles)

- The Toyota Prius creates 4 tons of CO2 emissions per year

- According to Massport, there were over 750,000 livery trips from Logan in 2010

- So in Boston alone, if we assume a trip from Logan averages 10 miles, even moving half of those trips to a Prius from a Town Car we would save 1350 tons of CO2 emissions annually
Hotels and livery

- Hotels are an important source of business for most limousine companies.

- The choice of company should reflect the values of the hotel, providing a seamless continuation of the customer’s hotel experience.

- Frequently, livery service “bookends” the hotel experience—they create the first and last impression.

  - Customer research shows that what happens at the beginning and the end of an experience shapes how customers remember the experience far more than what happens in the middle.
What is PlanetTran?
Our service

- Professional, reliable and safe drivers provide an excellent experience

- Fleet includes Toyota Priuses, Toyota Prius Vs, Toyota Camry Hybrids, Toyota Highlander Hybrids and a Lexus HS250 hybrid; 35 cars in Boston, 11 in San Francisco

- Fleet averages 46 MPG compared to 15 MPG for traditional livery

- Service is available in greater Boston, including Manchester NH and Providence RI, as well as in the San Francisco Bay area
## Our vehicles

<table>
<thead>
<tr>
<th>Vehicle Type</th>
<th>Seats</th>
<th>Holds</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard (Prius)</td>
<td>4</td>
<td>3</td>
<td>$48.50</td>
</tr>
<tr>
<td>Prius V</td>
<td>4</td>
<td>4</td>
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<tr>
<td>Camry</td>
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<td>3</td>
<td>$58.50</td>
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<tr>
<td>SUV (Highlander or Lexus)</td>
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<td>4</td>
<td>$98.50</td>
</tr>
<tr>
<td>Luxury (Lexus HS Sedan)</td>
<td>3</td>
<td>3</td>
<td>$98.50</td>
</tr>
</tbody>
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**Details:**
- Fare Type: One way
- Pick-up Location: CUE Ball - 1 Faneuil Hall Sq, Boston, MA 02109
- Drop-off Location: Boston Logan Intl Airport - 1 Harborside Dr, Boston, Boston
PlanetTran technology advantages

- Book and change reservations online or through mobile website
- Receive text message status update when your car arrives
- Free in-car WIFI to maximize productivity during ride
- Rate your experience through e-survey while in car; add driver to your “favorite driver” list to request that driver for future trips
- Store multiple credit cards in your online account; trips are billed automatically to the chosen card and receipts are emailed for completely paperless transactions
PlanetTran shuttle for Le Meridien

- Le Meridien at MIT is not conveniently located to public transportation

- PlanetTran provides 3 hours of shuttle service each weekday between 8 and 11

- Door man or concierge escorts guests to vehicle, which is parked in Meridien driveway; driver will take guests to an location within a 2-mile radius (longer with approval)

- This service is a much-appreciated amenity for Le Meridien’s guests
The future of livery

- Livery is a very conservative industry; very little technology/automation of business processes

- It is also extremely fragmented; nearly 900 livery companies are registered with Massport

- Uber is a new technology solution that is trying to bring livery transportation to a new audience
  - Uber offers an iPhone or Android app that, once an account has been created and a credit card registered, allows users to see available livery cars in their vicinity and book directly from the app; the trip and tip are billed to the credit card
  - Cost is 20-30% higher than a taxi but a significant discount on traditional livery
Get involved!

- Check out our website, www.planettran.com

- Call me to discuss how we might work together:

  Lori van Dam
  President
  617-944-9224 (direct)
  888-756-8876 (reservations)