



PlanetTran

## **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?



The screenshot shows the PlanetTran website homepage. At the top left is the PlanetTran logo, a stylized dragonfly. To its right is a navigation menu with links for HOME, RESERVATIONS, SERVICE, NEWS, ABOUT, and CONTACT. The main heading is "Your Ride is Here" in green. Below it is a paragraph describing the service as reliable, affordable, and eco-friendly. A prominent green button says "RESERVE NOW" with a sub-link "or GET A QUOTE/QUOTE". On the left, there's a section for a mobile app with a phone icon and text "Book a ride from your mobile device! SET THE APP". Below that is a "JOIN OUR PROGRAMS LIST" section with an email address input field and social media icons. In the center, a woman is shown driving a black car. To the right of the car is a testimonial from Peter Colson, a customer, with a small photo of a driver. At the bottom right, there's a "WATCH THE VIDEO" link and a phone number: 1.888.756.8876.



PlanetTran

www.planettran.com 888.756.8876

# 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

IN THIS SECTION:






- Reserve
- Upcoming
- Past Trips/Receipts
- Schedules
- Billing Reports
- Referrals
- Impact
- Search

## Reservations

QUICK QUOTE

BOOK A RIDE

Select a vehicle:

	Standard (Prius) Seats: 4 passengers Holds: 3 large suitcases	\$48.50	<input checked="" type="radio"/>
	Prius V Seats: 4 passengers Holds: 4 large suitcases	\$48.50	<input type="radio"/>
	Camry Seats: 4 passengers Holds: 3 medium suitcases	\$58.50	<input type="radio"/>
	SUV (Highlander or Lexus) Seats: 4 passengers Holds: 4 large suitcases	\$98.50	<input type="radio"/>
	Luxury (Lexus HS Sedan) Seats: 3 passengers Holds: 3 medium suitcases (Massachusetts only)	\$98.50	<input type="radio"/>

### Details

- Fare Type: One way
- Pickup Location: Cue Ball - 1 Faneuil Hall Sq, Boston, MA 02109
- Drop-off Location: Boston Logan Int'l Airport - 1 Harborside Dr, Boston, Boston Boston



PlanetTran

www.planettran.com 888.756.8876

Page 7

# 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 services is a much-appreciated amenity for Le Meridien's guests



PlanetTran

[www.planettran.com](http://www.planettran.com) 888.756.8876

Page 9

# 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](http://www.planettran.com)
- Call me to discuss how we might work together:

Lori van Dam

President

617-944-9224 (direct)

888-756-8876 (reservations)



PlanetTran

[www.planettran.com](http://www.planettran.com) 888.756.8876

Page 11