

By Suzanne Takowsky

## LIMO or LEMON?

**High-profile Beverly Hills resident José Luis Nazar finds himself in a auto-nightmare over his dream limo. ONLY in Beverly Hills you say? NOPE. It can happen to anyone of us when we find ourselves doing business long distance.**

**A posted REWARD on the internet was unmistakable: \$5,000 REWARD Lincoln Limousine 2006, Caribbean-blue, 70-inch stretch containing antique silk tapestry, Rolls Royce flower vase, Cartier decanters, Waterford glasses, and Lalique art pieces. If seen, please contact me ASAP to notify authorities. [bluelimo@gmsail.com](mailto:bluelimo@gmsail.com) José Luis Nazar, Beverly Hills, California**

a true artist with 30-plus years experience who presented customers with hand-crafted, custom automobiles that took their breath away. Some of his high-profile clients trusted him so much he said, they didn't even sign a contract with him. Diaz pointed to a limo in the warehouse and said to José, "See that limo? I made that it for Donald Trump, look at the Trump family crest. He didn't even have a contract with me."

José Luis Nazar is a commanding presence in the Beverly Hills/Los Angeles community. Not only does he own commercial buildings which house some of the biggest entertainment companies in the city, but is the proud owner of fabulously famous residences, one being the historic Houdini mansion where he plays host at the numerous events he holds. Beverly Hills residents and prominent social circles worldwide know José for his generous contributions to multiple charities and non-profits. To that end, he also thrives in an extraordinary, exciting private life he has worked many years to achieve. To say José enjoys the finer things in life is an accurate assumption. With that said... the story that follows is not a difficult one to understand, even for us regular folks.

Diaz also told José his shop looked dusty and rundown because he had barely survived the "Great Recession" and was just starting to build his business back up. Diaz quoted José \$56,000 for the 2006 Lincoln limousine in "as is" condition, even though Lincoln limousines of similar condition traded for a third of that price. "Despite the reservations I had, I decided to trust Mr. Diaz — America's Best Coach Builder. I agreed to buy the car and flew back to Los Angeles," says José.

Over the following weeks, José began shipping special items to Diaz that he wanted placed in the limo to liven the interior. **Cartier decanters, beautiful Waterford glasses, Lalique pieces for the dull interior, a silk antique tapestry, a Rolls Royce vase. The combined value of these items exceeded \$10,000.**

"Once Diaz received these embellishments that would transform my soon-to-be-gorgeous-like-new-limo, his attitude hardened and he began to stall; then he demanded an uncomfortably large down payment from me. I was fed up and ready to cancel the deal." Out of the blue, Diaz agreed to lower the down payment to \$10,000 C.O.D.

**Life in the fast lane, enjoying a sunny view with the sun roof open? Not yet. It seems this limo took a wrong turn on its way to José in LA.**

Throughout 2013, José received numerous calls and emails from Picasso Coach Builders about a "dream limousine" so, eventually he jumped on a plane to New York to check out what he says was going to be his dream limo. José didn't fall in love with what he saw — a semi-abandoned limo that had been collecting dust for 5± years and was housed in a large warehouse with a "For Rent" sign posted on the outside. But what José did fall in love with was an image of what the classic limo (that particular model had been discontinued) would look like when it was enhanced with style. The seller of the limousine was a smiling Gualberto Diaz of Picasso Coach Builders; his "office manager" was his wife and a couple of workers were in the warehouse located in Rego Park.

Diaz eloquently explained to José that he was the most reliable and customer-friendly limo builder in America...

**"If they wild-west me, I will wild-west them right back; I posted a reward."**

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