

## Broadway Elite Moves to a New Home

After searching for over a year to find a larger facility, Broadway Elite Chauffeured Services Worldwide of East Hanover, N.J., completed its move to a new home earlier this spring. Jason Sharenow, COO of Broadway Elite, spearheaded the hunt and finally settled on the huge new location, which is also in East Hanover.

Broadway Elite President Brian Wecksler was initially concerned that the move may take the company too far away from its client base, so Sharenow was careful to consider many different locales before the East Hanover site became available. "It was a process to find a location that was still central to our clients as well as the airport and the areas we serve," says Sharenow, adding that relocating to a different area may have affected the dynamic of the company. Its current services are largely driven by corporate transportation and airport transfers, and it serves the greater New York metropolitan area.

The move became necessary when it outgrew the former facility, in part due to the merger of N.J. limousine com-

panies Broadway and Elite in 2007. When the operation debuted as Broadway Elite, it also increased the office staff by five and pushed the vehicle count over 60—with little room to expand. The

new location has plenty of space, which gives Broadway Elite freedom to add as needed. "We went from a 3,000-square-foot facility to over 25,000," says Sharenow.

Sharenow oversaw the interior construction, which included a reservations and dispatch area, numerous offices, a chauffeur lounge, and an employee kitchen. With high ceilings and ample room for indoor parking, the space was perfect for the creation of an on-site, interior maintenance area. There is also a training facility for chauffeurs and office staff.

The timing couldn't have been better because the company is currently in talks to acquire two other area operations. "I expect both mergers to be completed within six months," says Sharenow. The additional companies will expand its reach into Central New Jersey and as far north as Bergen County on the New York state border. Broadway Elite can also expect to gain four or five office staff and upwards of 30 vehicles.

For more info on Broadway Elite, visit [www.broadway-elite.com](http://www.broadway-elite.com).



The executive team (L to R): Gary Wecksler, Jason Sharenow, and Brian Wecksler



The new building includes a large indoor parking garage (top), an open reservations area (middle), and plenty of space for dispatch (bottom)



## Pure Luxury Honored as Sustainable Company

Pure Luxury Transportation of Petaluma, Calif., recently received a resolution from the Board of Supervisors in Sonoma County, Calif., which recognized and commended the company for its environmental sustainability program.

Since January 2008, Pure Luxury has been a member of Green Ride Global (GRG), a third-party validated environmental sustainability program. With GRG's help, Pure Luxury has committed to greenhouse gas (GHG) emissions reductions of at least 20 percent over the next 5 years.

"We are very honored to receive this prestigious recognition," says Jennifer Buffo, owner of Pure Luxury. "Everyone from the chauffeurs to the executive team at Pure Luxury has been diligent in our pursuit of emissions reductions while maintaining our commitment to excellence in client service."

For more information on Pure Luxury, visit [www.pureluxury.com](http://www.pureluxury.com).



## Cadillac Wins Kelley Blue Book Award

Cadillac tops two categories in the Kelley Blue Book 2009 Brand Image Awards. Cadillac is the winner of the Best Comfort Brand category and Best Interior Design category.

The 2009 Brand Image Awards recognize automakers for their outstanding achievements in creating and maintaining brand attributes that best capture the attention and enthusiasm of the recently surveyed 12,000+ new vehicle buyers.



*Cadillac*

"Luxury consumers want it all—everything from dramatic design, to incredible performance, to fuel-saving technology and hand-crafted interiors," says Ray Bush, marketing/program manager for Cadillac Professional Vehicles. "It's our mission to provide all of that wrapped up in statement-making style."

Comfort comes in many forms, including peace of mind. Operators who purchase Cadillac sedans, limousines, and Escalades are backed by an exclusive set of owner privileges—GM Bumper-to-Bumper Limited Warranty, Professional Vehicle Protection Plan (PVPP), 24-hour roadside service, and more.

For more info on Cadillac products, visit [provehicles.cadillac.com](http://provehicles.cadillac.com).