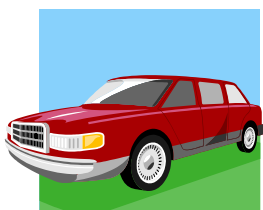


Prom Limousine Rental



Renting a limo for a special occasion like the prom takes consideration to detail to get just what you want to make that night extra special. The limousine rental business is

making a comeback and prom rental is a big part of this upswing in the market. What used to be a status symbol for proms is now seen as a safety issue for parents. A ten-year high in the prom rental business is credited to the "get tough" drinking and driving laws in effect in most states.



Rental Rate Guidelines

(Hourly Rates)

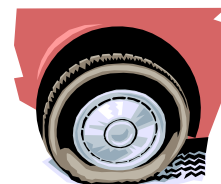
Luxury sedan	\$30-\$50
6-passenger	\$55-\$75
8-passenger	\$70-\$95
10-passenger	\$90-\$115
12-passenger plus	\$100-\$150
Excaliburs/Rolls Royce.....	\$150 plus
Stretch Navigators/Hummers...	\$125-\$150

Note: These rates do not include a 15-20% gratuity.

What You Need to Know Before Renting

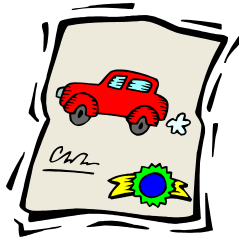
The biggest error you could make when shopping for a prom limousine is to search solely on price alone. In the limousine industry, there are many variances of quality and price. Many times a cheaper price will result in a bigger risk for you and your friends. Most consumers would not choose a restaurant based on price, yet many shop for a limo service in this very way.

When shopping based on price, don't expect five-star quality service. Shopping based on price leaves you frustrated and disappointed with the experience, and you take a chance on your special event being ruined. Old, poorly maintained, and dirty vehicles, unprofessional chauffeurs and the chance of being late are just a few examples of "best price" shopping. The lower the price, the more risk you assume with your transportation plans.



Things You Need to Check Out

- ✓ All limousines are required to carry commercial insurance and proper permits. Ask to see these papers.



- ✓ Companies who belong to industry associations usually must abide by special insurance regulations and service rules. Reputable associations include the National Limousine Association (NLA) and the local livery association. Check with the Better Business Bureau to research complaints about the company.
- ✓ Ask for a copy of your contract and get everything in writing. Make sure your contract covers the exact type of vehicle you rented, along with hourly rental time, travel distance, specific directions to your home and all locations traveling, tipping, minimum rental time, and number of passengers.
- ✓ You still have to pay for limo while you attend the prom, and those hours need to be included in your rental agreement or you might get stuck with finding a way home from the prom. Some companies offer a discounted hourly rate when the vehicle is idly waiting outside. If there are more than

four hours between drop-off and pick-up with the minimum travel time, some companies may offer a "split." This means that you have a rental to-and-from your destination with no charge for waiting time in between. However, minimum hourly booking requirements will still apply.

- ✓ Minimum booking times are usually four hours and can extend to eight hours during peak seasons, such as prom time.
- ✓ Check to see when your rental charges begin. This will vary with each company and location. Most companies begin rental charges at your designated pick up time, at your pick up location. If you say, "Pick us up at 5:00 p.m. at 130 Bond Street," then this will be the beginning of your rental charge. Some companies begin rental charges on portal-to-portal basis and charge "travel time." Get in writing specifically how they charge. Travel time is usual in rural areas where the closest limousine service may be 50-100 miles away.

- ✓ Underage drinking is never allowed under any circumstances.

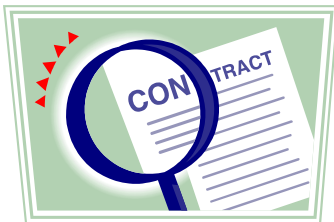


- ✓ Yes, you do have to tip the driver. The standard tip is 15% of the total fare. If you feel your driver has performed exceedingly well, you can tip more. Some companies

will automatically include the gratuity in your total price quote. Ask to make sure you are not tipping twice! If it is not included, you should budget an extra fifteen percent toward your total bill for driver gratuity.

Limousine Service Rental Agreements

Take an adult with you or bring home the

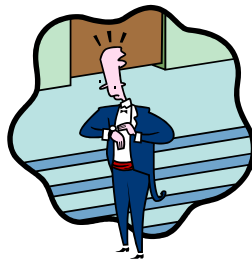


agreement *to discuss with your parents.*

Like renting any vehicle it will require a major

credit card to process your application either on-line or in person. The vehicle will not be reserved until the signed contract has been received. Please keep copies of all contracts.

Responsibility of all guests riding in the limousine will go to the renter. This includes damage done to the limousine.



Most contracts are not responsible for late arrival caused by acts of nature,

traffic delays, incorrect pick-up or drop-off information, and any other situation beyond their control.

Get specific directions for all points of travel. Type up and give the directions to them to avoid delays on your part.

Risks You Take When Shopping for Limousine Based on Price

- ☹ Your limousine does not show up and you miss your prom.
- ☹ Your limousine shows up late causing you to miss prom activities.
- ☹ You don't get the model or color that you ordered.
- ☹ Your chauffeur is unprofessional.
- ☹ Your limousine service is involved in an accident and does not have proper insurance to cover the damages sustained by you and your guest.
- ☹ Your limousine breaks down during the rental time and you have to call someone to come and get you.

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