

In this economy one limousine company is Thriving not just Surviving.

Clearwater – In mid-2007 Ambassador Limousine opened its doors with two sedans, one SUV and a stretch limousine and while other limousine companies are struggling and even going out of business, Ambassador has expanded to over 20 vehicles in its fleet and has some of Tampa Bay's most prestigious clients or what the company refers to as "Guests".

The Principals of Ambassador Limousine have built the company from the ground up with a well defined business plan and a very different operating philosophy compared to other companies in the region. To start with the company does not refer to the patrons they serve as customers or clients. Ambassador has "Guests" emphasizing that what they do is more akin to hospitality than just luxury transportation.

While some limousine companies only focus on getting the customer from point A to point B, Ambassador is as concerned about the experience they deliver to the "guest" along the way. Ken Lucci, the company's CEO emphasizes the small details to make sure every guest is not only satisfied but impressed on every trip whether it's in a luxury sedan to the airport or on an evening out in a stretch limousine or Mercedes LimoCoach.

"Our goal is to make every single experience like a stay in a five star resort environment" states Lucci. "A Superior Experience and Best Value". Ambassador routinely shops their major competitors to be sure their prices are competitive. "We provide the best value in every category of service we provide, our guests tell us that routinely". Unlike his competitors Lucci believes in what is known in the industry as "All Inclusive" pricing. We don't tack on fuel charges, airport fees, port fees, service fees etc., and we don't hike our rates during holiday or prom season. "We offer service not surprises"

Ambassador has the built most elegant fleet in Tampa Bay with the most diverse vehicle offerings for any occasion including; an exclusive line of Cadillac sedans, SUVs and limousines and one of the only Rolls Royce Coaches in service on the West Coast of Florida. For corporate guests concerned about cost, value and the stigma of using stretch limousines, the company offers Mercedes LimoCoaches styled after European vans that are value priced and possess a less ostentatious

exterior while delivering every possible amenity for guests inside. Standard amenities in all vehicles include: spring or sparkling water, complimentary magazines, a fresh copy of Tampa Bay's Fine Wine Guide and hand towels. "We even have Ambassador Chocolates served on small silver trays" adds Lucci.

It would seem this philosophy is working as Ambassador has exclusive and preferred provider agreements with elite organizations such as the Luxurious SandPearl Resort, The Hilton Carillon Hotel, The Tampa Bay Rays, The New York Yankees, large corporations such as Jabil Circuit and many celebrities seen on Home Shopping Network. In total the company provides service to over 1900 regular "Guests".

As the company prepares for 2009 it looks forward to serving many Fortune 500 companies during Super Bowl, anticipates a brisk spring wedding season and continues to build its fleet and reputation as the premier provider of Luxury Ground Transportation in Tampa Bay. Is Ambassador worried about a down economy? "We focus on delivering the best value for what we do and frankly that's appreciated in any economy". States Lucci. While other companies cut back and several have closed their doors recently he adds "Ambassador will never sacrifice excellence in

service or quality. Everything in our business is riding on it"



Ken Lucci, Ambassador Limousine Owner



Ambassador Limousine Headquarters



Ambassador Limousine Bus