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LIMOLINER REFUELS COMPETITION FOR NEW YORK TO BOSTON TRAVEL WITH MAJOR BRAND RELAUNCH

*Luxury Motor Coach Enhances Service and Fleet to Cement Position as Best
Stress-Free, Affordable Alternative to Frustrating Air and Train Travel*



AVON, MA – July 20, 2015 –After providing daily roundtrips seven days a week between downtown Boston and midtown New York for more than a decade, LimoLiner has introduced a new brand look, an improved suite of premium onboard amenities and an upgraded customer service experience. The result is a level of service and comfort in stark contrast to the rising costs and spartan experience of current-day air and rail travel. LimoLiner provides a comfortable, productive journey for passengers with spacious leather seats, extra leg room, complimentary Wi-Fi, onboard satellite TV/radio, dedicated work spaces and an onboard attendant overseeing complimentary meal and beverage service, seven days a week, for \$89 each way. As the kickoff to the brand’s relaunch, LimoLiner reveals this month a new first-class customized coach featuring top-of-the-line interior furnishings and a sleek exterior logo design. The brand will roll out a new website and refurbished fleet throughout the end of 2015.

“Thirteen years ago, LimoLiner was born out of a desire to offer a premium yet affordable travel experience for those seeking a reliable, convenient, *civilized* way to travel,” said Mark Richardson, President, LimoLiner. “Today that desire is greater than ever. We will continue to evolve our brand, experience and fleet to ensure that we remain the best luxury land travel option between the two busiest points on the East Coast.”



Luxury Land Travel

Loyal LimoLiner customers will notice a heightened level of hospitality from onboard attendants courtesy of a company-wide retraining emphasizing best-in-class customer service. In addition to the traditional LimoLiner amenities such as complimentary hot and cold meals, unlimited snack and beverage service, pillows, blankets, magazines and a glass of wine on evening trips, LimoLiner will also introduce a new buy-on-board program. Travel amenities will start at \$7.99 and include umbrellas, travel mugs, amenity kits, noise-cancelling headsets and more.

A Refreshed “Limo”- Grade Experienced

Along with an upgraded onboard customer experience, LimoLiner has undergone a complete design refresh, communicating a chic, contemporary visual aesthetic with a modernized logo and sleek new black color palette. This new brand vision is reflected on the interior and exterior designs of the expanded fleet as well as on LimoLiner’s social media pages. A LimoLiner website relaunch is forthcoming in 2015, including a modernized version of the LimoMiles rewards program and easier-to-access online account management tools to track bookings and access advance seat selection.

Fleet Upgrade and Expansion

LimoLiner will unveil two new motor coaches over the next 12 months, seeing a complete upgrade of the entire six-liner fleet by the end of 2016. New coaches will feature modernized versions of the current executive-class onboard amenities including leather seats, seat side power outlets, a convenient onboard restroom facility, Wi-Fi, satellite TV/radio and more.

To learn more about the luxury LimoLiner land travel experience please visit LimoLiner.com, [Facebook.com/LimoLiner](https://www.facebook.com/LimoLiner) and [@LimoLiner](https://twitter.com/LimoLiner) on Twitter or call 1-844-40-LINER.

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About LimoLiner:

Offering quality and comfortable travel between Boston and New York City since 2003, LimoLiner is a premium travel experience like no other. Executive-class amenities and high touch service offer travelers a haven for maximizing travel time at a reasonable cost with daily service between Boston and New York City. LimoLiner passengers enjoy travel in spacious leather seats selected in advance, complimentary Wi-Fi, onboard satellite TV/radio, dedicated work spaces and premium cabin assistance from an onboard attendant overseeing complimentary meal and beverage service. LimoLiner provides an unparalleled level of travel for



those seeking a reliable, productive and pleasant trip that can rarely be found in other modes of transportation. For more information please visit www.LimoLiner.com or call 1-844-40-LINER.