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**LIMOLINER COMMEMORATES NATIONAL SMALL BUSINESS WEEK WITH
NEW BUSINESS OUTREACH PROGRAM**

On the Anniversary of Acquiring LimoLiner, CEO Mark Richardson Launches SMB Ambassador Program to Assist Small Business Owners with Costs of Transportation

STOUGHTON, MA; April 25, 2017 — Since purchasing [LimoLiner](#), a premium travel service between mid-town New York City to Boston's Back Bay, in April 2014, CEO and President Mark Richardson conquered many obstacles faced by small business owners and grew the company to new levels. After three years; \$3 million in fleet expansions & service improvements; increasing ridership by 18%; and receiving the coveted BUSRide Motorcoach Industry Achievement Award, 2017; Richardson is extending a helping hand to other small business owners. In honor of National Small Business Week, which begins April 30, 2017, LimoLiner will launch a month long [Small and Mid-Sized Business \(SMB\) Ambassador program](#).

Richardson is providing a leg up to small business owners with an introductory offer when they sign-up for the SMB Ambassador program. Starting April 30 through May 31, 2017, LimoLiner invites entrepreneurs to try the New York-to-Boston motor coach's executive class service with onboard entertainment, Wi-Fi, reclining leather seats and attendant serving complimentary meals, drinks and evening wine – at no cost.

"I got my start in transportation driving charter bus trips in college," said Richardson. "After managing other bus and transportation companies for 25 years, including at MassPort Authority, I seized the opportunity to purchase LimoLiner and put my touch on a service that had great bones but needed refining. I want to help other entrepreneurs by easing the burden of business travel costs, which can be a major expense for growing companies, while giving them the opportunity to see why LimoLiner is a great alternative to taking the train or flying."

Qualified Greater Boston and New York City area business owners who employ under 100 people, are first time riders and sign-up two employees can register for the [SMB Ambassador program](#) on LimoLiner's website to receive:

- Two complimentary roundtrips for business leadership to try the service (\$396 value)
- Company president will receive [LuxePremier](#) loyalty status which provides exclusive services, added savings, amenities and perks above the standard LuxeLoyalty membership, LimoLiner's free frequent rider program

- *Must complete 10 one-way trips in a 12 month period to maintain status*
- 10% off future bookings for employee business travel
- A dedicated customer service line
- Online account management to modify travel at your convenience
- Priority stand-by status for departures before or after original departure time

For more information on LimoLiner and the SMB Ambassador program, visit www.limoliner.com or call 1-844-405-4637.

Social Media

Facebook: [LimoLiner](#)

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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 (1-844-405-4637).