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CheckerSedan.com

CHECKER SEDAN NOW OFFICIAL CURBSIDE LUXURY SEDAN SERVICE
OF DETROIT METRO AIRPORT

Company provides luxury sedan transportation for entire Metro Detroit area

It has been a quick ride to the top for Checker Sedan, the luxury ground transportation company established by Soave Enterprises in 2000. Checker Sedan, which for six years has provided both airport and cross-town transportation service, was awarded the contract for official curbside luxury sedan service at Detroit Metro Airport, effective July 1, 2006.

“We have worked diligently to establish Checker Sedan as a reliable and competitively priced sedan service in the metro area,” said Tim McCarthy, President of Checker Sedan. “Being awarded the airport contract confirms that we have attained that distinction.”

History

In six short years, Checker Sedan has grown from the luxury extension of Soave’s Checker Cab Company to being an entity in its own right.

Detroit-based diversified management and investment company Soave Enterprises purchased Detroit’s Checker Cab Company, the city’s oldest and largest taxi service, in August 1999. Earlier, Soave Enterprises purchased Commuter Transportation Company, which charters motor coaches and mini-buses for large group touring. In 2000, Soave Enterprises decided to broaden Checker’s services to include luxury ground transportation. Since then, Checker Sedan has continued to expand in the southeastern Michigan sedan service industry.

Whether a time-constrained client needs a ride to or from the airport or an event; a visiting business person or family desires the convenience of a driver who can easily navigate them through metro highways and surface streets during their stay; or an organization wants to make sure its attendees all arrive on time for their convention, Checker Sedan can accommodate all of these needs.

Airport Contract

In preparing to take over the airport contract, Checker Sedan embarked on an intensive initiative to expand its fleet of cars and team of qualified drivers and staff.

Designer vehicles and experienced staff

When determining what vehicles to choose for its new airport service, Checker Sedan immediately turned to the Big 3 – Ford, GM and Chrysler – to outfit its fleet with top-of-the-line luxury sedans. The new vehicles include the first livery company fleet of Cadillac DES cars in the country as well as extended Lincoln Town Cars and Chrysler 300 cars. Each model was selected for its distinctive appearance, comfortable ride, luxurious interior, easy drivability and generous luggage space.

Knowing that riders have different needs, Checker Sedan also has made available handicapped-accessible vans and all-in-one child/infant seats that can be provided upon request.

The company has increased its staffing to accommodate the airport work. Approximately 150 open positions have been filled by independently contracted drivers who are certified to operate luxury sedans as well as full- and part-time employees who staff Checker Sedan's customer service, dispatch, garage service and administrative positions.

Upgraded technology enhances customer experience

In addition to its staff and vehicle fleet expansion, Checker Sedan has implemented advanced technology to make sedan service easier and more efficient for both drivers and riders.

“Our customers are busy, and traveling can be stressful,” says McCarthy. “Our goal is to make this process as responsive and convenient as possible for them. Our superior technology is designed for each trip we make to be completed as quickly and efficiently as possible for the passenger.”

A customer's first encounter with Checker Sedan's technology center is through the Transportation Order Portal (TOP), a newly upgraded, user-friendly, Web-based system that enables the customer to indicate preferences for future bookings. Additionally, Checker Sedan recently introduced wireless credit card processing, a faster and more secure process of credit card payment. Customers swipe their own credit cards to initiate payment, eliminating the driver's need to handle the payment. Checker Sedan is the only major sedan service in the area to provide this service to customers.

Behind the scenes, Checker Sedan's Dearborn Heights-based command center and its vehicles employ a multitude of technology services to keep services running smoothly.

The command center uses the Automated Vehicle Locator System (AVLS) to ascertain where each of its vehicles are at any given time. When a new order comes in to the command center, dispatchers can use AVLS to identify the nearest available car to the pick-up location, allowing for quicker dispatch and arrival time.

Each car in Checker Sedan's fleet is outfitted with sophisticated technology to ensure smooth communication with the command center. All drivers are issued a Blackberry so that they have constant phone and text messaging access to the command center, and Checker Sedan is the only luxury transportation service provider in the area to equip its cars with a GPS navigation system, enabling each driver to take advantage of the most direct route.

Looking Ahead

Future plans for Checker Sedan include further expansion and enhancements to its services.

"Ours is *not* a static industry," McCarthy says. "Whether through increased efficiency, added amenities, or other initiatives, we are committed to making southeastern Michigan stand out in the luxury sedan segment when compared to our counterparts around the nation. We are honored to be thought of as goodwill ambassadors to the guests and residents of Detroit who pass through the metro Detroit airport."