



Pure Luxury Transportation Receives Award of Environmental Excellence

Pure Luxury Transportation receives two Green Ride Global Awards of Environmental Excellence for Overall Greenhouse Gas Emissions Reduction and Client Outreach and Awareness



Pictured Above: Pure Luxury Transportation's COO Jennifer Buffo and President Gary Buffo display their Green Ride Global Awards of Environmental Excellence for Overall Greenhouse Gas Emissions Reduction and Client Outreach and Awareness.

FOR IMMEDIATE RELEASE:

February 4th, 2009 – *Petaluma, CA* – Pure Luxury Transportation has received two Green Ride Global Awards of Environmental Excellence for Overall Greenhouse Gas Emissions Reduction and Client Outreach and Awareness.

Presented at a Green Ride Global member reception at this year's International Limousine and Chauffeured Transportation show in Las Vegas, Nevada, Pure Luxury was recognized with the two awards for its success in achieving:

- **Overall Greenhouse Gas Emissions Reduction**
 - The company is on track to meet or exceed its annual Greenhouse Gas reduction targets
 - The company has demonstrated leadership in fully embracing program implementation and causing a corporate cultural shift at all levels inside of the organization

- **Client Outreach and Awareness**
 - The company has demonstrated high-level engagement and education of their clients, partners and stakeholders around their environmental commitments

Early in 2008, Pure Luxury Transportation committed to annual GHG emissions reductions of 2 percent per year from 2007 levels. To date, the company is on track to exceed its first-year target by 14 percent. Steps they have taken toward this goal include improving fleet fuel efficiency, reducing electricity consumption and heating fuel use, and implementing a waste reduction program.

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“We would like to congratulate Pure Luxury on receiving the Green Ride Global Award of Environmental Excellence for Overall Greenhouse Gas Emissions Reduction and for Client Outreach and Awareness,” says Justin Raymond, President and CEO of Green Ride Global. “Pure Luxury has emphasized and leveraged their sustainability commitments in a way that will secure them as market leaders in ground transportation, and we laud their outstanding efforts,” continues Raymond.

As members of Green Ride Global, Pure Luxury Transportation is part of the US EPA Climate Leaders program and has implemented an environmental management system that is ISO 14001 compliant.

For more information on Pure Luxury’s Commitment, visit www.pureluxury.com

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About Pure Luxury Transportation

Pure Luxury Transportation has been a leading executive ground transportation company since 1991. Pure Luxury offers its clients one of the largest diversified fleets in the local ground transportation industry and is committed to providing the utmost in superior customer service. Pure Luxury provides local service as well as service in over 500 cities worldwide.

Pure Luxury Transportation
“Committed to Perfection”

About Green Ride Global

Green Ride Global (GRG) creates and implements third-party verified environmental sustainability programs for the transportation industry, with a focus on chauffeured ground transportation companies. Their programs cause real and measurable reductions in their clients’ greenhouse gas emissions and environmental footprints. GRG’s team provides tailored environmental solutions, strategic sales and marketing tools, and auditable reports showing progress toward environmental sustainability.

GREEN RIDE GLOBAL Inc.
"Environmental Solutions for the Global Transportation Industry"

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