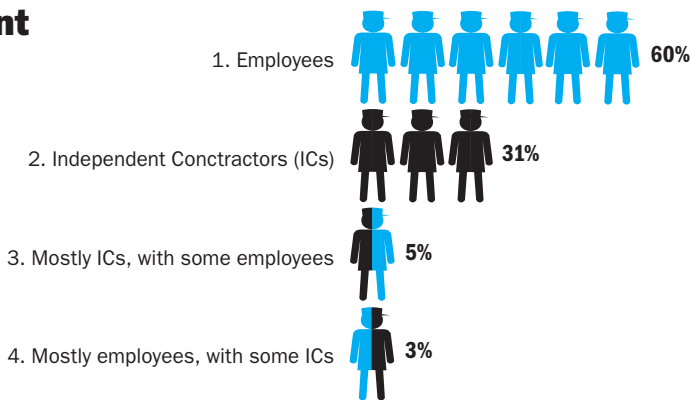


Industry Expenses

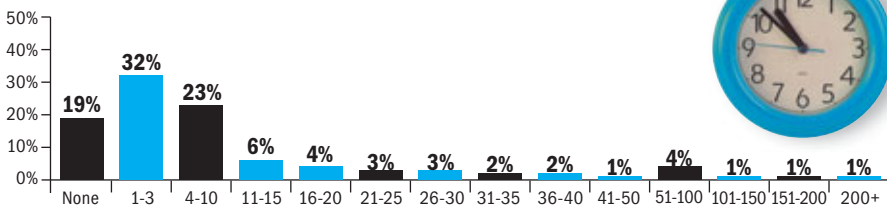
● **BUSINESS EXPENSES THAT MIGHT** once have been excusable or overlooked are coming under increased scrutiny in the radically frugal atmosphere brought on by the recession of 2007 to ???. For operators, the obvious large-scale expenses are labor and vehicles, both of which have steadily declined since at least 4Q 2008. The chauffeured transportation industry has seen growing use of 24/7 call centers that can be contracted to perform the tasks of reservations; dispatch; bookkeeping and accounting; sales and marketing; inventory tracking; and messaging. Smaller operators in particular can benefit from such outsourcing. Of course, no expense should be spared in the area of customer service. The front-end of an operation is the most noticeable place for any cutbacks, and maintaining customer amenities is a vital investment in retaining and gaining market share.

Employment

60% of respondents' chauffeurs are company employees.



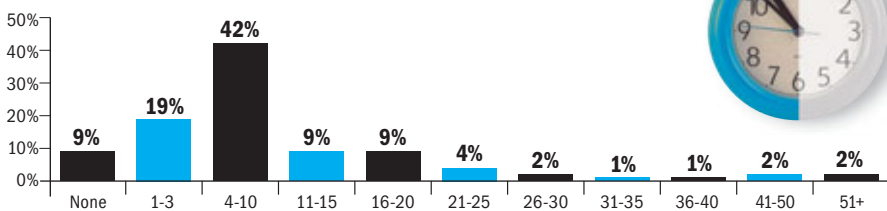
Nearly **55%** of respondents have 1-10 full-time chauffeurs.



INFO SLIVER

Average number of full-time chauffeurs **12** • Median number of full-time chauffeurs **3**

61% of respondents have 1-10 part-time chauffeurs.



INFO SLIVER

Average number of part-time chauffeurs **11** • Median number of part-time chauffeurs **7**



Wage & Labor Costs

\$13.91

Average hourly wage for chauffeurs (excluding benefits)

\$13.50

Median hourly wage for chauffeurs (excluding benefits)

\$13.88

Average hourly wage for dispatchers and reservationists (excluding benefits)

\$14.00

Median hourly wage for dispatchers and reservationists (excluding benefits)

3%

Average percentage pay increase for employees in 2008

2%

Median percentage pay increase for employees in 2008

32%

Average of revenue that goes to labor costs

30%

Median of revenue that goes to labor costs