

# As a retained supplier to Bombardier Skyjet, we meet the driving force behind LIMO+



**When David Ramos set up his Knightsbridge-based Limo+ company in 1997, he had one goal: to create a sophisticated chauffeur and lifestyle service that goes above and beyond a client's expectations.**

"I'd worked in the service industry for many years prior to setting up Limo+" says Ramos. "And to be honest I was shocked by what some clients accepted as normal: dirty cars, scruffy drivers, cars arriving late - if at all! I wanted to change the perception of this industry and I was determined that Limo+ be different. I'm pleased to say we've succeeded!"

The fleet is made up of luxury long wheel-base Mercedes S Class, the flagship of Mercedes Benz. "I chose the S Class" says Ramos, "because in addition to reliability it offers innovative technology and has numerous safety systems." "And the cars are confident, supremely assured and sensuous - just like me" laughs Ramos.

**"We take LIMO+ beyond Normal and beyond Expectation"**

It's obvious when you're talking to Ramos that he's as passionate about the business today as he was ten years ago. And despite his hectic schedule running a successful company, he still finds time to get behind the wheel. "It's not just about getting it right in the office" explains Ramos. "It really is a personal service. I have a close relationship

with all our clients and their families. And we work closely with them and their PAs to make sure we understand and anticipate their needs."

"Our passengers aren't just corporate heads, well-known personalities or high-end individuals. They're real people with real time constraints, deadlines and personal needs."

"Given that most of our clients lead very hectic lifestyles, anything we can do to reduce their day-to-day pressures is important. From making lunch or dinner reservations, booking theatre tickets, collecting the dry cleaning or even take the dog for a walk when they're in a meeting: whatever needs to get done - we can get done. When our clients are in London, they say it's like having their own private chauffeur, friend and house manager rolled into one!"

Business partner and real life partner Jo-Ann Ramos runs the office and booking system "with super efficiency" quips Ramos. "There were a few raised eyebrows at the beginning and a couple of remarks about husband and wife teams not working. But we've worked together for over eight years now - and we're still married!"

As well as receiving bookings by emails and phone calls ("whatever is convenient for the client is fine by us" adds Ramos) Jo-Ann also works closely with personal assistants who make travel arrangements for their MDs. "We supply a booking form template which they can load onto their PCs" explains Ramos. "This enables us to cross-reference all email bookings we receive - including flight times and car collection times - before we confirm anything back to the client. This makes our

service very efficient and reaffirms to the client the professional 'run to time' service which we're well known for."

With very little marketing, Ramos and his team have grown the company over the last ten years by personal recommendations. Limo+ now operates throughout all the major European cities including Paris, Monaco, Brussels, Munich, Berlin, Frankfurt, Amsterdam, Rome, Milan, Barcelona and Madrid using a carefully chosen network of limo companies.

Long-standing customers such as Bombardier's Skyjet International, Tag Aviation (UK) Ltd, Warburg Pincus International LLC and the Rodriguez Group have used the services of Limo+ for many years, knowing whatever their expectations from a Limo company - Ramos and his team will always exceed them.

**LIMO+**

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