

## All limousines are SAFE, CERTIFIED, & PROPERLY INSURED, right?

# WRONG!

While we don't like to use alarmist advertising to point out such unbelievable facts, it's the only way to raise awareness of a serious problem in the Quad Cities Area (and elsewhere).

Almost everyone simply assumes that someone is watching out for you – the consumer – by regulating limousines for hire (e.g., ensuring that only safe, fully insured, and properly licensed limousines and chauffeurs are on the road). But, unfortunately, there's virtually zero enforcement of existing laws, safety standards, and insurance and licensing requirements in the Quad Cities Area.

YOU are the only one who can ensure you're renting a safe and properly insured vehicle!

Please don't rent a limousine from ANY company – including ours – without seeing proof of insurance beforehand. (A copy of our insurance policy and ID card is on the back of this flyer).

Question: Why wouldn't every company carry insurance, especially since it's required by law?

Answer: In one word – **COST!** Especially since 9/11, limousine insurance costs have skyrocketed. Worse yet, many limousines (such as non-QVM, ultra-stretch SUVs) are un-insurable! Yes, that's right, most insurance companies will **not** insure limousines that are not built by a QVM Coachbuilder (see QVM explanation below) because they do not comply with Federal Motor Vehicle Safety Standards, nor Ford's or General Motors' guidelines for safely converting a base vehicle (like a Lincoln Town Car or Ford Excursion) into a proper commercial stretch limousine.



Question: What does QVM stand for?

Answer: In one word – **SAFETY!** The acronym actually means “Qualified Vehicle Modifier.” For the best explanation, please go to Ford's own website at [www.certifiedlimo.com](http://www.certifiedlimo.com) to understand why **booking only QVM limousines is clearly the best choice in terms of safety and quality.** Quoting from Ford's website:

*If you are planning to rent a limousine, the National Limousine Association, the Limousine Industry Manufacturer's Organization [LIMO] and Ford Motor Company strongly recommend that you only ride in limousines that are built by manufacturer certified Coachbuilders.*

*Lincoln's certification program is called QVM. The rules governing the QVM program are stringent and are designed with the vehicle capabilities in mind. QVM rules state that only Lincoln Town Cars and Ford Excursions (i.e., **NO LINCOLN NAVIGATORS!**) are approved for conversion into a stretch limousine.*

Question: But didn't Custom Limousines actually purchase a Lincoln Navigator base unit that was intended to be modified into an ultra-stretch limousine?

Answer: Yes, but once we researched the safety and insurance problems that are associated with stretching a Lincoln Navigator, we changed our mind and placed an order with Classic Limousine in LA (a QVM Coachbuilder approved by Ford) for a 2003 Excursion limousine instead. But if you still want to rent a Navigator limo, we have the answer! We are in the process of converting our Navigator into a non-stretched, 6-passenger limousine by professionally rebuilding the rear compartment as a luxurious limousine (with TV, VCR, DVD, Surround Sound CD stereo, multi-color fiber optics galore, privacy partition, ice chests and bar, and wrap-around sofa that will still comfortably hold 6 passengers, but not require an unsafe, uncertified, or uninsurable stretch to the SUV).

So, the next time a limo company quotes you \$50/hour, you may in fact be getting less than what you paid for (meaning an uninsured vehicle!). Professional limousine companies with quality vehicles, experienced chauffeurs, and \$1.5 million in commercial insurance (the level required by law) simply cannot compete on price alone with those who ignore the law, ignore safety, or buy a 10- to 20-year-old limo for under \$10,000. **(You likely don't realize that 75% of the limousines in the Quad Cities Area have a fair market value of less than \$10,000!)**

*For more information on our 13 years of “satisfaction guaranteed” service, please visit us at [www.CustomLimos.com](http://www.CustomLimos.com)*