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**PURE LUXURY NAMED 2010 BEST “TRANSPORTATION SERVICE PROVIDER”
by MEETING & EVENTS MAGAZINE**

Gets Extra Nod for Going Green

November, 2010 – Pure Luxury Transportation of Northern California has been named “Best Transportation Service Provider” in the 2010 Industry Awards as designated by *Northern California Meetings & Events* magazine.

The honor was determined by nominations and subsequent votes from the magazine’s readership of meeting, event, and corporate function planners; and business, sales and marketing executives.

According to the magazine, Pure Luxury excelled for its service, but also for its dedication to green practices. The editors noted that:

“Whether the event calls for a limo to deliver guests in black-tie style, a van for touring wine country or a full-size motor coach for transporting conference and convention attendees, Pure Luxury delivers with style. The company’s diverse fleet, courteous service, spotless vehicles and commitment to green initiatives have made it a favorite with Bay Area meeting and event professionals. A member of Green Ride Global, Pure Luxury is committed to a comprehensive environmental policy of cutting emissions, greening the supply chain and reducing waste.”

As Pure Luxury owners Gary and Jennifer Buffo said, “The award is a wonderful reflection of what we have worked so hard to achieve: providing first-class transportation service while still being mindful and protective of the environment.”

About Pure Luxury:

Founded in 1991 by Gary Buffo, Pure Luxury is a premier transportation leader specializing in serving Sonoma, Napa, and San Francisco. The company operates one of the largest California-based chauffeured fleets, providing wine country tours, corporate and group travel, and airport transportation. It is the preferred provider for numerous high profile events including Sonoma Wine Country Weekend and Auction Napa Valley, as well as the contracted provider for many fortune 500 companies throughout Northern California.

Pure Luxury Transportation is a leader in environmental responsibility. As members of Green Ride Global™, Pure Luxury has made a commitment to reducing GHG emissions by at least 20 percent over a five year period of time, and has already exceeded 60% of their goal within the first two years.

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