

SUCCESS STORY

Executive Town Car Service Customers Arrive at Their Destinations in Style

When Patrick Helvey opened Executive Town Car & Limousine Service in January 1998, he had one thought in mind. He knew he would not be able to start out as the largest limousine and chauffeur service in the Roanoke Valley, but he wanted to offer such quality service that his company would quickly be known as the best limousine service in the area.

A native of Salem, Helvey is a retired professional wrestler. As his wrestling career as "Ric McCord" was coming to a close, he began chauffeuring for a luxury sedan service in Kansas City. He enjoyed the work and was inspired to begin considering opening a limousine service in Roanoke.

He met with Roy Baldwin, director of the Roanoke Regional Small Business Development Center, as he began his search for the perfect location for the business.

"The Small Business Development Center has helped me along the way at times when I



Photo by M3:GRAFIX

Patrick Helvey, owner of Executive Town Car & Limousine Service

needed to ask for advice and direction," Helvey explains. "I think the Small Business Development Center is a very important part of the business community in the Roanoke Valley."

Helvey initially opened the business with one Town Car but very soon realized he needed to expand his fleet to include stretch limousines. The first limousine was purchased in May 1998. Eight years later, Executive Town Car Limousine Service operates five Lincoln Town Cars and five stretch limousines, including a black PT Cruiser stretch limousine that is an eye-catcher when spotted in downtown Roanoke. His fleet also includes a 15-passenger and a mini-van.

"Executive is the leader in "Black Car" ground transportation in Southwest Virginia," Helvey says. "We are the local affiliate for many national and international companies that call on us to provide service for their clients when visiting our area. Executive meets their requirements to provide transportation for their high profile clients."

Executive's limousines are chartered for all kinds of events and functions. Helvey explains, "We have carried many newlyweds and their wedding parties on their special day, kids to birthday parties, students to proms, and business executives traveling together to take care of or going on a business trip."

"Black Car" service is the number one choice for business professionals that use ground transportation for themselves, their clients, and other company associates, according to Helvey. He explains, "It shows professionalism of your company when you hire a car service to pick up a client. And when a uniformed chauffeur arrives in a beautiful

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Helvey

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black Lincoln Town Car, opens the door for the client and then loads their luggage in the trunk, it makes a great first impression. It makes them feel important and ready to do business with you. Our chauffeurs are always in a black suit for business travelers and a black tuxedo, if it is required for special events.”

The largest challenge being faced

by both Executive Town Car and the entire transportation industry this year is skyrocketing fuel prices. According to Helvey, the chauffeured transportation industry throughout the country has adapted a fuel surcharge in the billing to help survive the ever increasing expense.

Helvey and his staff pride themselves on providing quality service in a professional manner. He ex-

plains, “I have to give many thanks to the chauffeurs and our reservation specialist for doing a great job. They are the ones that represent Executive, from the initial phone call, to the chauffeur driving them to their destination. Without them, we would not be where we are today.”

For more information on Executive Town Car Limousine Service, please call (540) 366-4644 or visit the web site at www.etclimo.com.