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If You're Not Looking at Buses, You May Be Throwing Your Company Under One

By Johnny Greene

Everything runs in cycles, and the limousine industry is no exception. Over the past two decades, helped in part by an economy that appears to be coming back at a frustratingly leisurely pace, our industry has turned its lonely eyes to ways to adapt to the customer's ever-changing needs. From a world that has seen everything from superstretches and flashy exotics to understated sedans and SUVs now comes a trend to move as many people as possible with that level of comfort.

Whether you refer to them as mini-coaches, limocoaches, or limo buses (though I've heard some shy away from this, lest people think the executive staff of P&G is heading to a company meeting in a yellow school bus), they are the newest vehicles in many company's inventory, spurred on in part by what is anticipated to be a surge in the meetings and events industry (which we will discuss in more detail below). Operators have found that adding one or a few of these larger people-movers to their fleet was a good way to complement their services.



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