

As Seen In ... *Forbes*, September 15, 2008

## Wynne Enterprises

### *The Drive for Success in Chauffeured Ground Transportation Services*

Joan Wynne remembers clearly the day many years ago when she was taking a car service home from Dallas-Fort Worth Airport and asked the driver to close the window. It was a typical hot Texas summer's afternoon; his radio was blaring and he had his air conditioning turned off. She was trying to talk to her son and couldn't hear over the traffic noise. She politely asked him to turn the radio off and turn on the A/C.

"He said, 'No,' and I was so surprised," she recalls. "What kind of customer service is that? So immediately, I decided there was a need for a good sedan service in the Dallas and Fort Worth Metroplex and decided to start one."

Since starting the Dallas-based Wynne Sedan & Limousine Group in 1985, Wynne has seen her firm grow from a small Dallas-Fort Worth concern to become a full-service ground transportation company. She is the president and CEO of Wynne Enterprises, which includes Priority One Motorcoaches as well as the sedan and limousine group.

Wynne Enterprises offers everything from standard airport sedan transfers to large-scale special-event and convention transportation services involving motor coaches serving more than 450 cities worldwide.

### **Company Has Impressive Client List**

Today, Wynne Enterprises has major corporations among its local, national and international clients. Some of the companies using the service for ground transportation needs include PepsiCo, Texas Instruments, Canadian National Railroad, Shell Oil, Kimberly-Clark, Burlington Northern Santa Fe Railway and Frito-Lay. At the same time, it still provides chauffeured transportation for individuals. Wynne believes these major corporations have chosen her companies for their chauffeured transportation

needs because, "Early on I recognized that, with the ever increasing speed of global business, my vehicles were rapidly becoming our clients' mobile offices, and I have equipped them as such."

The company has fueled its rapid growth organically and through the acquisition of boutique chauffeured ground transportation service providers, as well as through the development of one of the industry's largest global transportation affiliate networks.

Wynne, a hands-on executive, does everything possible to earn her customers' respect and admiration — unlike that driver in 1985. "I believe my industry should be more than black cars, faceless chauffeurs and a bottom line. It's about convenience, excellent customer service, comfort, safety, accountability and a bottom line."

Wynne says, "Safety is no accident; it is a planned way of life." All her vehicles in the U.S. and abroad are equipped with seatbelts. This safety feature meets the compliance standards of the European Union, which are stricter than those of the U.S. Department of Transportation.

Wynne also believes that "going 'green' is more than talk; it takes innovation, investment in newer equipment and use of alternative fuels. Green talk is 'Green Wash'; going green, like safety, is a committed way of life."

### **Success as a Woman-Owned Business**

When she established the sedan and limousine service, Wynne already was a successful self-starting businesswoman, as well as a member of Texas's influential Wynne family, which had built famous hotels, started Six Flags Over Texas amusement park and co-founded the Dallas Cowboys. At the time of the fateful sedan ride, she was doing commercial leasing and had experience renting limousines for her business clients.

Today, Wynne Enterprises is the largest independent, certified woman-owned chauffeured ground transportation services company in the Dallas-Fort Worth area and the 40th largest U.S. based provider.



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