

Dallas' Wynne Sedan acquires Priority One

BUS-LOAD OF BUSINESS: Bedford Wynne Jr., left, and Phillip Capers, center, say Wynne Sedan & Limousine Group has expanded its offerings with the acquisition of Priority One MotorCoaches from Dan O'Meara, pictured at right.



PHOTO BY GUSTONICK

BY MARGARET ALLEN | STAFF WRITER

Dallas-based Wynne Sedan & Limousine Group is expanding its fleet to include full-size buses with its \$2 million acquisition March 17 of Dallas-based Priority One MotorCoaches.

The 20-year-old Wynne Sedan plans to hire at least 10 additional drivers this year, and is in the process of signing a lease for 17,000 square feet of additional office and garage space in Dallas, according to Phillip Capers, Wynne Sedan's chief financial officer.

As for Priority One owner Dan O'Meara, the sale is a dream come true, he said. He started Priority One in 1997 with one Lincoln Town Car. He now plans to enter semi-retirement after a one-year consulting term with Wynne Sedan.

CHARTING GROWTH

COMPANY: Wynne Sedan & Limousine Group
BUSINESS: Charter sedan, limo, bus transportation

HEADQUARTERS: 2351 W. Northwest Hwy., Ste. 1204, Dallas 75220

OWNERSHIP: Private

TOP EXECUTIVE: Joan Wynne, president, CEO

EMPLOYEES: 96

ANNUAL REVENUE: \$8 million (2007)

PHONE: 214-361-6125

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Longtime business partners, the two transportation companies are a perfect fit to merge, according to Capers and O'Meara.

"A lot of it was based on a good mutual trust from our past relationship," O'Meara said. "I know the company is going to a good home, and that means a lot to me, because I have put my blood, sweat and tears into it for the past 10 years."

Wynne Sedan, founded in 1986 by Joan Wynne, president and CEO, has previously supplied charter sedan, limo and small-bus service, primarily to individual and group corporate travelers. It has not had full-sized passenger buses as part of its fleet, and for years farmed out that business to Priority One.



WYNNE

Priority One has specialized in supplying full-size passenger bus charter transportation to high school, collegiate and professional sports teams, as well as churches and some corporate groups. Wynne Sedan was one of its top five accounts, O'Meara said.

This is likely not the last acquisition for Wynne Sedan, Capers said, noting the company began a year ago amassing a war chest to acquire other charter vehicle transportation providers in Dallas and elsewhere, including Houston.

With the Priority One buy, Wynne Sedan adds five 57-passenger motor coaches to its existing fleet of 20 Town Cars and executive sedans, six SUVs, six 10-passenger vans, 10 mini-buses and five limos, said Bedford Wynne Jr., who heads Wynne Sedan's special events and convention services division. That division will now include the motor coaches.

Wynne Sedan also will add Priority One's employees: an office staff of five and 30 drivers. Wynne Sedan has 45 drivers and an office staff of 16.

The coaches give Wynne Sedan the capacity to use its own fleet to supply large-group charters, Bedford Wynne said.

"Farming out the motor coach business was a \$300,000 expense for us in 2007," he said. "Now we can keep that in-house."

Priority One will add revenue and profit, but just how much isn't yet known, Bedford Wynne said. Wynne Sedan typically records growth of 15% to 25% annually.

The motor coach market in North Texas is strong, according to John Zenkovich, general manager of Irving-based Executive Coach Inc., one of the larger players in the Dallas market, with 33 big buses. While there's occasionally a slow time, at other times there are insufficient buses among all the providers in the market to handle the business, Zenkovich said.

Wynne Sedan's revenue in 2007 was \$8 million, Wynne said, and should reach at least \$10 million in 2008.