



Commonwealth Connection

35th Anniversary Issue



The Evolution of Commonwealth Worldwide

For 35 years, Commonwealth Worldwide has strived to be on the cutting edge of our industry. This has been evident through the continuing technological innovations the company has embraced and implemented with a singular goal – improving the customer experience to provide flawless execution of our service to our corporate clientele. This commitment to ingenuity continues to differentiate Commonwealth from our competitors, hence our positioning of “Anything But Common” – we are not, and never have been, a prototypical “limo” company.

As our business evolves, the Commonwealth brand must strive forward as well. It is with this in mind that we will be refining our brand to more accurately reflect what our business truly is and, by contrast, what it is not.

Going forward, our brand will change to:



This represents a subtle, but impactful difference. In many circles, the word “chauffeur” has a traditional connotation that evokes thoughts of weddings, proms, private parties, etc. We believe that the term “Executive” maintains an elevated level of expectation, while reinforcing the positioning of our business to the executive audience that we have been serving for decades.

The physical change to this new branding for print, electronic media and other applications will happen gradually over time, but we anticipate a positive impact upon our brand and our company moving forward.

Darson

Finding the Edge in “Cutting-Edge”

So much has changed since 1982, but nowhere has it been more noticeable than with technology. Consider that the first IBM PC had debuted only a year earlier and it took almost a decade for businesses to begin widespread use.

The first commercial mobile phone, Motorola’s DynaTAC (pictured) weighed almost two pounds, took about 10 hours to fully charge and provided a full 30 minutes of talk time at cost \$3,995 in 1984! When our chauffeurs were on the road, the only way Dispatch could reach them was via pagers (aka “beepers”) and drivers had to stop to use public pay phones to call in.



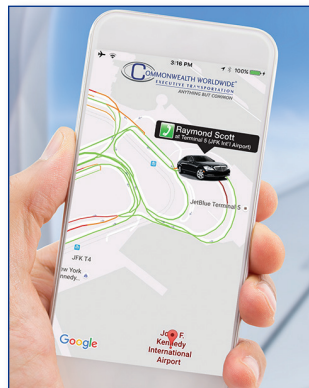
Fast forward to today’s mobile technology. We can actively track our rides in two-dozen markets in North America and Great Britain via GPS and clients can view the location of our vehicles in real-time – or call or text their driver with the touch of a button – right in the palm of their hand.

Being one of the very first to employ real time GPS tracking technology in our industry has helped to catapult Commonwealth Worldwide to a leadership position in executive transportation, but what’s next?

We are actively testing technology based on a mobile platform that would allow us to eventually GPS track 90%+ of our rides around the world!

We are also developing a standardized API (Application Programming Interface) resulting in a seamless exchange of information, providing peace of mind to our clients through integration and automation.

We don’t know exactly what technological advances will be made in the next five years, let alone the next 35, but rest assured that Commonwealth will remain at the leading edge of cutting-edge.



Some Insight From Our Operations Team



Kathleen Gerace,
Manager, Call Center
Operations, Boston

What is the favorite part of your job? "When any of us have an idea to get better, we talk it through and if everyone's on board, sometimes we start it that day. There's no red tape and no waiting months to bring change - I love the fast pace of getting things implemented!"

Jennifer Cassagnol,
Operations Specialist,
New York

What is the favorite part of your job? "No two days are alike. Our clients are always on the road with us and we have to be alert and ready for any obstacles that may get in the way of providing a smooth ride for them."



Patrick Joyce,
Sales Specialist,
Boston

What is the most rewarding part of your job? "I've been with Commonwealth for over 10 years, starting as a chauffeur. The most rewarding part is having had a career path that has allowed me to grow professionally and personally."



Brian Collins,
Dispatch Supervisor,
Boston

What is your earliest/most prominent memory at CWW? "I started at Commonwealth almost 30 years ago as a chauffeur. I remember being pretty young and I was very impressed with the clientele."



Paul Nowell Jr.,
Affiliate Operations,
Boston

What is the most rewarding part of your job? "The self confidence that I have been allowed to nurture working with my team and coworkers has been a wonderful experience."



Min Zhang,
Director of Information
Technology, Boston

What is the most satisfying part of your job? "The most satisfying experience at Commonwealth is knowing every day that what I do is contributing to make the company better and more prepared for the future."



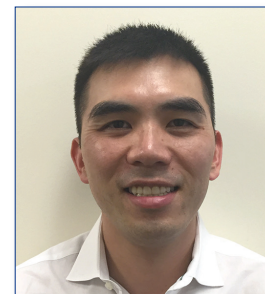
Susan Kilgallen,
Accounting Department,
Boston

What is the most satisfying part of your job? "I've been here for 15 years, and it's very rewarding to see so many people who have been here as long as I have in so many different departments!"



Jun Wing Lee,
Supervisor, Roadshow &
Aviation Operations, Boston

What is the most rewarding part of your job? "The most rewarding experience for me is to have the opportunity to train somebody to become a successful Roadshow Agent - and watching them do well."



Kasey Corbett,
Supervisor, Aviation
Operations, Boston

What is the most rewarding part of your job? "Witnessing the Aviation Desk grow from when we first started to the level that it's at now. We have not only grown the business, but the depth of quality agents as well."



Michelle Rossi,
Dispatch Supervisor,
New York

What is the favorite part of your job? "The favorite part of my job is always striving to provide excellent service every day - making sure that our drivers have all of the tools they need to exceed client expectations."

Tina Wright,
Call Center Supervisor,
Boston

What is the favorite part of your job? "The favorite part of my job is although there are many obstacles and it is not easy; we always come together as a team and get it done! There is always a sense of accomplishment at the end of every day."



Sarah Pritsker,
Affiliate Coordinator,
Boston

What is the favorite part of your job? "I love the adrenaline when finding rides for our clients - especially in remote areas around the world - and being able to speak with people in different countries."



Anything But Common for 35 Years!

