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AN UPDATE ON WHAT'S HAPPENING IN OUR COMMUNITIES

BUSINESS PLAN

LimoLiner

BY PAUL E. KANDARIAN | GLOBE CORRESPONDENT

While attending Hamilton College, Mark Richardson drove a bus for sports teams, and he went on to spend a working lifetime in transportation, including stints as general manager at Plymouth & Brockton Street Railway Co. and assistant general manager of transportation at Logan Airport. Last year, Richardson, of Avon, bought LimoLiner, a luxury bus liner company based in that town.

LimoLiner provides rides from the Hilton Boston Back Bay to the New York Hilton Midtown for \$89 each way, with a stop at the Massachusetts Turnpike commuter lot in Framingham; check www.limoliner.com for

schedule and booking.

Q. How did you come to buy the company?

A. I'd always had it in my mind to have my own business, so when LimoLiner, which was founded in 2003, came up for sale, I checked it out and thought it was a great company. I reached out to some investors and bought it a little over a year ago.

Q. What makes LimoLiner different from other bus rides?

A. Service. We're the only company with this type of service with an on-board attendant serving free snacks, meals, non-alcoholic beverages, satellite TV

and radio, Wi-Fi and movies, and a glass of wine on 6 p.m. runs. It's like first-class air service but on the ground, and with the nicest bathrooms you've ever seen on a motor coach. There are 28 maximum passengers on each bus, with reclining, leather seats and 39 inches of leg room. And they're dropped off in midtown Manhattan, near Times Square, Rockefeller Center, Radio City Music Hall, and Times Square. Plus, at both Hiltons, passengers get 10 percent off room rates and 20 percent off food and beverage.

Q. Do you get a good amount of business travelers?

A. Yes, once business travelers find us, they keep coming back. They can work on board; in the rear compartment there's a conference table where they can have meetings. We get people from all over; since we're entirely Internet-based, people find us from all over the world.

Q. Will you be adding runs?

A. We want to perfect the Boston-New York experience, but may add more trips in the future.

Q. How has business been so far?

A. It's exceeded projections. We've grown 10-15 percent every month — with the exception of February. That was a tough month for all travel.



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Mark Richardson of Avon bought LimoLiner last year.

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