

High-Quality Limo Service at Better Rates

MATT Haran not only surprised his family, friends and colleagues with his dramatic career change, he surprised himself.

Retiring from Bosch at the end of 2021, Haran ended a 23-year career in corporate communications and transitioned to entrepreneurship in the limousine industry by launching World Class Detroit.

"I just got tired of what I'd been doing and wanted to try something completely different," Haran said. "When I started driving for a local car service, I discovered I loved chauffeuring!"

Seeing an opportunity to introduce a highly personalized, affordable black car service to the Metro Detroit market, Haran launched World Class Detroit in November 2022, and his business has been growing rapidly ever since.

"Other limo companies steadily increase their rates while delivering uneven service," Haran observed. "I sensed a real appetite for a high-

World Class Detroit donates a round trip to a local airport each month to Make-A-Wish Michigan and discounts all other trips for the organization throughout the year.

quality service at a better price than people were getting."

World Class Detroit's rates (including gratuity) for one-way trips to/from Detroit Metro Airport are anywhere from \$5 to \$25 less than WCD's competitors – and many times much less as the distance increases. In addition, WCD provides beverages (water, pop, juice) and snacks (cookies, chips, breakfast bars) standard with every ride.

The public's response has been overwhelmingly positive. In just over a year, World Class Detroit enjoys over 72 five-star Google reviews. In addition, the company was voted "Best of Canton" in the Recreation/Entertainment/Travel category at the Canton People's Choice Awards this past November.

Haran is thrilled with WCD's initial success and looks forward to adding cars to his fleet in 2024.

"With the value WCD offers while other services' rates are going up, WCD's momentum will accelerate through 2024 and beyond," said Haran enthusiastically. "I'm surprised and excited to see where World Class Detroit can go!"



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DETROIT

