

## **Green Ride Global and Royale create Exclusive Partnership on Hybrid L Sedan**

***Green Ride Global members to receive exclusive discount and priority ordering***

**Haverhill, MA and Toronto, ON (October 27, 2009)** – Green Ride Global and Royale, a Cabot Coach Builders Company, have created an exclusive partnership designed to move the Hybrid L vehicle into many Green Ride Global member fleets.

“This vehicle represents a new age in chauffeured ground transportation. Royale has clearly demonstrated a true understanding of the needs of the eco-conscious business traveller and the transportation companies that chauffeur them.” said Justin Raymond, President & CEO of Green Ride Global. “This is a powerful industry breakthrough and we are honoured to bring additional value to our members through a relationship with Royale.”

Since its debut at the LCT East Show in early October, the industry has been abuzz with opinions and excitement around the Hybrid L vehicle. The Hybrid L will achieve over 40 MPGs and produce 50% fewer greenhouse gas emissions than the industry stalwart Lincoln Town Car. This represents significant operational cost savings and a tremendous, measurable reduction in the carbon emissions released into the atmosphere.

In the partnership, Green Ride Global members will receive free delivery, an exclusive GRG discount and priority ordering.

“We are very pleased to work with Green Ride Global on this initiative.” said Cabot Smith, President of Royale. “Green Ride Global members have led the way in terms of environmental accountability and carbon emissions reporting. The Hybrid L will definitely assist in furthering their efforts to demonstrate environmental leadership and carbon reductions in their respective markets.”

Green Ride Global members, including Commonwealth Worldwide and Rosedale Livery have already integrated the vehicle into their fleet and have received excellent client reviews. “Our corporate clients expect us to lead the way,” said Craig McCutcheon, President of Rosedale Livery. “The Hybrid L is an industry breakthrough that represents comfort, luxury and a significant environmental advancement compared to the traditional options...our clients understand this is a win-win for everyone involved.”

Corporate travel has changed significantly in the past 18 months. Industry trends show a strong movement away from sedan use and moving to multiple passenger vehicles such as vans or shuttles. This is primarily due to cost, but is also based on environmental decisions to reduce the carbon footprint related to events, meeting and overall corporate ground transportation use.

“From an environmental perspective, this vehicle can begin to restore the faith in executive sedan use for the corporate travel buyers and meeting planners across North America,” said Justin Raymond. “Based on the feedback we receive from transportation buyers, we believe the Hybrid L could become the most requested vehicle in the fleet by eco-conscious corporations.”

About Green Ride Global

Green Ride Global (GRG) creates and implements third-party verified environmental sustainability programs for the transportation industry, with a focus on chauffeured ground

transportation companies. Their programs cause real and measurable reductions in their clients' greenhouse gas emissions and environmental footprints. GRG's team provides tailored environmental solutions, strategic sales and marketing tools, and auditable reports showing progress toward environmental sustainability.

### About Royale

Royale a Cabot Coach Builders Company is a Ford Qualified Vehicle Modifier (QVM) and Cadillac Master Coach Builder (CMC) located in Haverhill Massachusetts. By extending the wheelbase of production vehicles Royale manufacturer's vehicles for specialty markets including limousine and livery, corporation and personal mobile office markets.