



**TAXICAB, LIMOUSINE &
PARATRANSIT ASSOCIATION**

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With Focus on Serving Elderly, Californian Limousine Operator SilverRide Wins Top Award by National Transportation Association

(ROCKVILLE, Maryland)—The Taxicab, Limousine & Paratransit Association (TLPA) is pleased to announce it has named Jeff Maltz of Burlingame, California as the 2012 Limousine Operator of the Year.

Maltz had no experience in the sedan and limousine industry prior to launching his company, SilverRide (www.silverride.com), but he quickly made a name for himself as he redefined the industry by focusing on a specific demographic.

“We approach everything we do with a senior-focused lens,” Maltz said. “In fact, we actually think of ourselves more as a senior services company than a limo/sedan service. We actually spend about 70 percent of our time with clients out of the car.”

Alfred LaGasse, Chief Executive Officer of the TLPA, said Maltz was selected for this award because of the genuine interest and care he invests in every one of his clients.

“SilverRide is not your typical sedan and limousine business,” LaGasse said. “Jeff has created a company where the clients are truly at the center of the experience, where everything is tailored around their specific needs and desires.”

When Maltz launched SilverRide in 2007, his vision was that his company would be a “one-stop shop” for clients, including a full concierge service, personalized rides, and an engaging companion to accompany them. Five years later, Jeff’s vision is still intact. Today, SilverRide employees help clients plan their week and the details of their outings. They then drive and accompany their clients on those outings, whether it’s to baseball games, out to lunch, shopping or out for walks in the park.

In his rare spare time, Maltz loves to travel and play tennis as well as play board and card games.

Maltz will accept the award on October 27th in front of nearly 1,000 industry leaders at the TLPA’s annual convention, held this year at the Caesars Palace in Las Vegas. This year marks the TLPA’s 94th Annual Convention & Trade Show, the world’s largest gathering of for-hire fleet executives.

Established in 1917, the Taxicab, Limousine & Paratransit Association (TLPA) is a non-profit trade association of and for the private passenger transportation industry. Its extensive membership spans the globe to include 1,100 taxicab companies, executive sedan and limousine services, airport shuttle fleets, non-emergency medical transportation companies, and paratransit services. For more information, please visit www.tlpa.org.

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