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TO: SACRAMENTO CITY COUNCIL  
FROM: EUROPEAN CAB COMPANY  
DATE: 7-18-89  
RE: PROPOSAL - EXCLUSIVE AIRPORT TAXI SERVICE

The European Cab Company is unique in that all vehicles in service are antique and collector models of Mercedes Benz. Each "antique" is restored to showroom quality and holds the highest visual standards. As each of you are aware, our Metropolitan Airport is saturated with political and various other important professional figures. The European Cab Company will highly appeal to these leaders of the community in that they will be handled with the "red carpet" treatment they come to expect and deserve. Our service, of course, would also appeal to the average traveler.

The company is presently operating in the Bay Area and wishes to expand their service to the greater Sacramento area. We believe that such a unique service, including drivers dressed in shirts and ties, would enhance the overall impact of Sacramento's beauty as the capital of California.

Our inner-city fares will run from \$2.75 for the first mile, with an additional \$1.80 for each subsequent mile. The proposal for the airport service would run a flat \$23 for a fare from the Sacramento Metro Airport to the downtown area, within a three mile radius of the capitol. All outer areas from this radius standard would run the fare payer an additional \$1.80 per mile.

Each car in itself is unique and extremely stylish. The drivers will be required to wear a shirt and tie, and hygiene and appearance will be enforced with the highest standards. "Spot checks" will be run to ensure the drivers are upholding the company's high standards for courtesy and politeness towards customers.