

**RECOGNIZING AND COMMENDING PURE LUXURY TRANSPORTATION'S
ENVIRONMENTAL SUSTAINABILITY PROGRAM**

WHEREAS, Pure Luxury Transportation of Petaluma has received two Green Ride Global Awards of Environmental Excellence for Overall Greenhouse Gas Emissions Reduction and Client Outreach and Awareness; and

WHEREAS, Pure Luxury has committed to Greenhouse Gas emissions reductions of at least 20 percent from 2007 baseline levels by 2013; and

WHEREAS, early in 2008, Pure Luxury Transportation committed to annual Greenhouse Gas emissions reductions of two percent per year from 2007 levels and, to date, the company is on track to exceed its first-year target by 14 percent; and

WHEREAS, the company has demonstrated leadership in fully embracing program implementation and causing a corporate cultural shift at all levels inside of the organization; and

WHEREAS, Pure Luxury Transportation has demonstrated high-level engagement and education of their clients, partners and stakeholders around their environmental commitments; and

WHEREAS, according to Green Ride Global President and CEO Justin Raymond, "Pure Luxury has emphasized and leveraged their sustainability commitments in a way that will secure them as market leaders in ground transportation."

NOW, THEREFORE, BE IT RESOLVED that the Sonoma County Board of Supervisors congratulates Pure Luxury Transportation on its corporate commitment to the reduction of their carbon footprint and the outstanding success of their Environmental Sustainability Program.