

AUTOMOTIVE

Dealership lets London shoppers book chauffeured car service for holiday excursions

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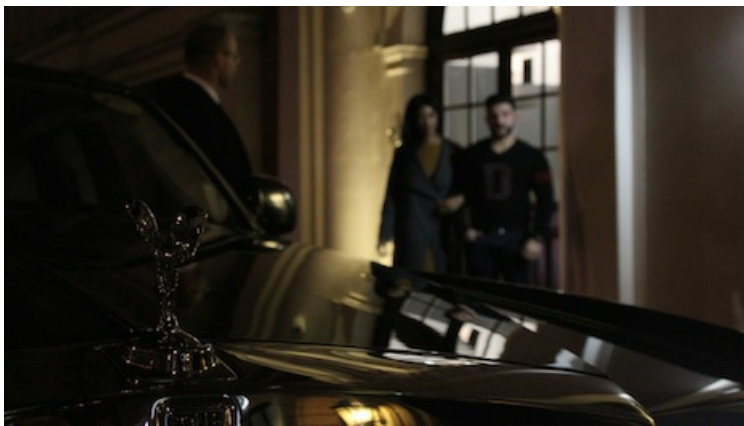


Image courtesy of H.R. Owen's Chauffeur Drive division

By STAFF REPORTS

H.R. Owen, a British automotive dealer group retailing marques such as Bentley and Bugatti, is easing stress this holiday season by driving shoppers in style.

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The dealer's Chauffeur Drive fleet will pick consumers up and whisk them to Harrods, the Westfield Shopping Center or other retail destinations, eliminating the hassles of parking or navigating. In addition to providing a welcome service, this initiative allows H.R. Owen to showcase its selection.

Holiday hospitality

H.R. Owen's Chauffeur Drive division drives models currently available at its network of dealerships throughout the United Kingdom. These include the Rolls-Royce Ghost and Phantom EWB, the Maserati Quattroporte and the Mercedes-Benz V-Class.

The drivers are trained chauffeurs at the time of their hire, and H.R. Owen gives them additional education through its bespoke program. With cars hired for five or eight hour time slots, the passengers can rely on the drivers to help them with bags or store parcels between stores.

After seeing a strong demand for trips to the Bicester Village outlets in Oxfordshire from global clientele, H.R. Owen has established a route out of London for visits to the shopping center, which includes boutiques for brands such as Burberry, Laliq and Pomellato.



Image courtesy of Bicester Village

In addition to single destinations, shoppers can also create their own itinerary.

The service is priced in five or eight hour increments, with a five-hour hired Phantom costing 650, or about \$819.

"No private chauffeur company can match H.R. Owen Chauffeur Drive's remarkable service," said Sharon Wright, H.R. Owen special projects director. "From our drivers collecting customers at their homes in style to them waiting outside shops and collecting and storing bags and driving them back home; our service is second to none."

Consumers shopping at upscale Los Angeles area malls The Americana at Brand or The Grove won't have to worry about parking this holiday season.

From Black Friday Nov. 28 through Wednesday, Dec. 24, consumers will be able to book complimentary Uber Black rides to either shopping center, courtesy of real estate developer and owner Caruso Affiliated. Providing a valuable service to consumers during what can be a stressful time of the year will likely create a lasting impression ([see story](#)).

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