



# Fleet of Dreams

Econation is poised to better the luxury transportation industry.

BY HAYLEY LERCH

“IF YOU CAN PROVIDE luxury transportation *and* be eco-friendly, there is no reason not to do it,” says Ben Bloch, who, along with two other former management consultants, founded Econation—a Los Angeles-based chauffeuring company that utilizes alternative-fuel vehicles to serve more than 200 corporations and private clients nationwide. The fleet consists largely of Lincoln Town Cars (which have been converted to use compressed natural gas), hybrid GMC Yukons, and Toyota Priuses. Hybrid Cadillac Escalades, the limited-production Chevy Equinox Fuel Cell, and Mercedes-Benz BlueTec clean diesel models are also available, and plans are in the works to add vehicles powered by sugar-based ethanol.

Catering to clients in many major U.S. and several international cities, Econation provides healthy snacks and wireless Internet en route to destinations. The com-

pany considers special requests from patrons requiring transportation outside of their coverage areas. Concierge services and travel packages, including wine-tasting trips and private hot-air balloon rides, are also offered. In addition, the company recently announced a partnership with Viceroy Santa Monica, where guests will have access to luxury green vehicles for all of their private transportation needs.

From chauffeurs sporting green ties to an expanding fleet of eco-friendly vehicles, Econation is promoting eco-consciousness within this niche market. “Our objective is to get the industry to transition,” says Bloch. “We would like it to be that you no longer have to request a ‘green’ car, but instead you automatically get one.” □

Econation, 877.326.6286, [www.econation.com](http://www.econation.com)

Econation, which works with Viceroy Santa Monica, employs green models from Chevy, Lincoln, Toyota, and GMC in its chauffeured fleet.