

Chiles, Pam (UTC)

From: Pearson, Rayne (UTC)
Sent: Monday, December 7, 2020 6:24 PM
To: UTC DL Records Center
Subject: FW: Fwd: DOCKET TE-190842

Please place the thread below in Docket TE-190842.

From: Luxury Limo & Tours <luxury.limo.seattle@gmail.com>
Sent: Sunday, November 29, 2020 11:25 PM
To: Pearson, Rayne (UTC) <rayne.pearson@utc.wa.gov>
Subject: Re: Fwd: DOCKET TE-190842

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Hello,

I hope this email finds you well.

I, Satwinder Singh owner of Luxury Limos & Tours would like to explain what had transpired over the last year with the company.

After the hearing in December of 2019, the company was fined \$10,000.00 which some was waived off. The company paid \$1000.00 on February 18, 2020. We had also made payment arrangements throughout the year before COVID 19 pandemic.

Soon after the penalty, the company had filed for a certificate and paid the fees of \$200 but because of the lockdown, we were not able to set anything up to move forward. At this point, our business was completely underwater because most of the reservations had either postponed or canceled. Also to add, after the hearing in December, the company was undergoing a major transformation to switch to corporate services- leaving the retail aspect (Party Buses, Limousines, etc).

During the pandemic, most services were unavailable to transform the website to corporate liking which required some time to turnover the website, also not losing our SEO Google ranking which helps the company shift over to corporate. However, during the switch, some keywords like "party Bus" "20 Passenger party bus" will bring up our website even till now because Google algorithms are attached to these keywords which associated with our website which is the reason why our website still is found under those keywords which is what is found by Jason Hoxit.

To add to Jason's Findings,

Our IT team also strongly recommended using google images or original images for constant updates on social media for exposure regardless of lockdown to maintain the company's social platform which explains some of the photos on Instagram, Facebook, Twitter or Yelp which was only done for the exposure aspect for business by the advertising agency but we were not operating during COVID 19. This also explains some of the reviews which came from previous clients who had used our service in the past. Our advertising agency sent out emails to get feedbacks via reviews which helps the ranking of the website.

Most of the work was being done on the back end for the relaunch of the company in the summer of 2021 and not to lose our rankings. The company's action plan was to adhere to all state guidelines and permits to strictly follow the guidelines of the commission and stay in compliance as we have been in trouble before. We only have one vehicle running at the time, which is a 2018 Lincoln Navigator L but even that is not operating due to a second lockdown.

If you would like, you can also get a statement from our only Class A driver Travis Powell, 206 458 4047. He hasn't worked for over a year for our company.

Also to answer Jason Hoxiit's email response to a party bus inquiry:

Our agency was trialing a software which includes the widget that generates leads by sending an email. It was returned by the dispatch service official who did not understand the state guidelines nor not knowing the company's circumstances. I will also attach proof of unresponded emails of other clients during the pandemic and also non-opened emails with party bus inquiries as we did not bother returning to party bus inquiries. What is being shown in the docket was simply a human error that eventually would've been caught and an email of error would've been sent in return.

As of now, our plan is to relaunch in 2021, however, given our current circumstances, the retail fleet has been on sale, and we might not survive the second lockdown as social gatherings and group travel will be impacted the most. Also due to COVID 19, insurance rates have skyrocketed, and running a single party bus unit with 5 million coverage which amounts to \$15,000/year insurance is not feasible for a single unit operator.

It is my humble request to the commission to pardon the accusations, as of now company will not be able to afford the penalty. We are trying to stay above water; however, the penalty will definitely drown the relaunch in 2021.

Since the last hearing, the company's main focus has been to stay in compliance; however technical errors and human errors have set us back. Our intentions were not to be out of compliance.

Attached you'll find some of the proof of "denied services to clients"

Please let me know if you have any questions