

Midsized Operator of the Year (11-30 vehicles)
Signature Transportation, Nashville, Tennessee

Signature Transportation is the end product of the merger of A Touch of Class Limousine, owned by Michael Dozier, and All Star Limousine, which was at the time the third largest operation in Nashville. They merged just one month before the nation's tragedy, 9/11, and combined operations in early 2002. According to Matt Yorke, executive vice president, the Signature team had many soul-searching months where they considered throwing in the towel and cutting their losses. Instead, with a solid plan of action, together with a culture of service, integrity, and hard work, they turned the downswing into profit and beat the odds. Both Dozier and Yorke remained committed to making their new company work. Faced initially with large debts and declining profits, they were aggressive in their plan to slash the operating budget and to see black ink instead of red. Today, the company is one of the largest players on the Nashville scene. With a strong team, a forceful marketing campaign on the radio and in print, and a refocus on customer service, the company is a true success story. Signature has secured some of Nashville's most iconic accounts such as the Gaylord Opryland Hotel and Convention Center and the CMA Awards, which is held annually in Nashville.



Signature is very involved in the local community and has donated both time and money to Make-A-Wish Foundation with nearly \$165,000 in donations and services over the last 3 years, as well as Tennessee Cares AIDS Walk, and Easter Seals, to name a few. The company continues to find innovative and creative ways to capture unique niche markets.

Signature Transportation was recently featured in an in-depth profile in the October 2008 issue of *Limousine Digest*. Read more about the company in that issue.

