



Post-Covid 19 Special Presentation

Introducing the First e-Commerce
Human Capital Bank (HCB) for
Luxury Car & Chauffeurs Services.



Brand Booster Auction 2021 Presentation



Executive Summary



Auctioned products and services details

Why Brand Booster - Opportunity - Why - Facts - Income Streams - Bank Structure - Conclusion - References - Facts & Figures



Why Brand Booster?

HCB Core Foundation

911LIMO
SAFELIMO

BRAND
BOOSTER

911LIMO SAFELIMO "Brand Booster" are the core foundation of the HCB (e-Commerce Human Capital Bank of Automotive Industry).

"**Brand Booster**" is a unique lever system combining **911LIMO** & **SAFELIMO** brands to energize selected brands of Automotive Industry. HCB will be the basis for the release of the "**Brand Booster**" through a versatile technology application licensing.

The auction aims to find qualified interested parties to implement this concept.



Boost as a White Label Franchise

911LIMO SAFELIMO an App or an add-on to any App as a "Brand **Booster**" for Businesses.

911LIMO SAFELIMO an App that allows any vehicles and chauffeurs to easily become a trustworthy Business.

911LIMO SAFELIMO an App or an add-on to any App to access any luxury vehicle hire such as: limos, ridesharing including self-drivers vehicles.

911LIMO SAFELIMO a "Brand Booster" and an App...

The App of the App

HCB Basic key's

EXPERTISE

**Traditional banks do not account for intangible assets,
HCB only does that.**

AUTHORITY

911LIMO® is the paralegal authority

TRUST

**Brand Booster is powered by the HCB
HCB provides human benefits and global safety**



The BIG WHY

LUXURY VEHICLES AND CHAUFFEUR SERVICES MUST FACE THE INEVITABLE CHANGES

1. North America is the ideal place to launch **911LIMO** & **SAFELIMO** " **Brand Booster** " which meet urgent needs prior to the Covid-19 crisis;
2. " **Brand Booster** " must be an *independent organization such as the HCB.
 - Organization not creating conflicting interests with industry operators, i.e. rentals , car pooling or automotive associations.

PLEASE NOTE THAT OUR RECOMMENDATIONS SHOULD NOT BE CONSTRUED AS AN OPINION. THE AUCTION IS OPEN TO ALL TYPES OF ORGANIZATIONS AND OUR COMMENTS ARE STRICTLY INDICATIVE, WITHOUT PREJUDICE.

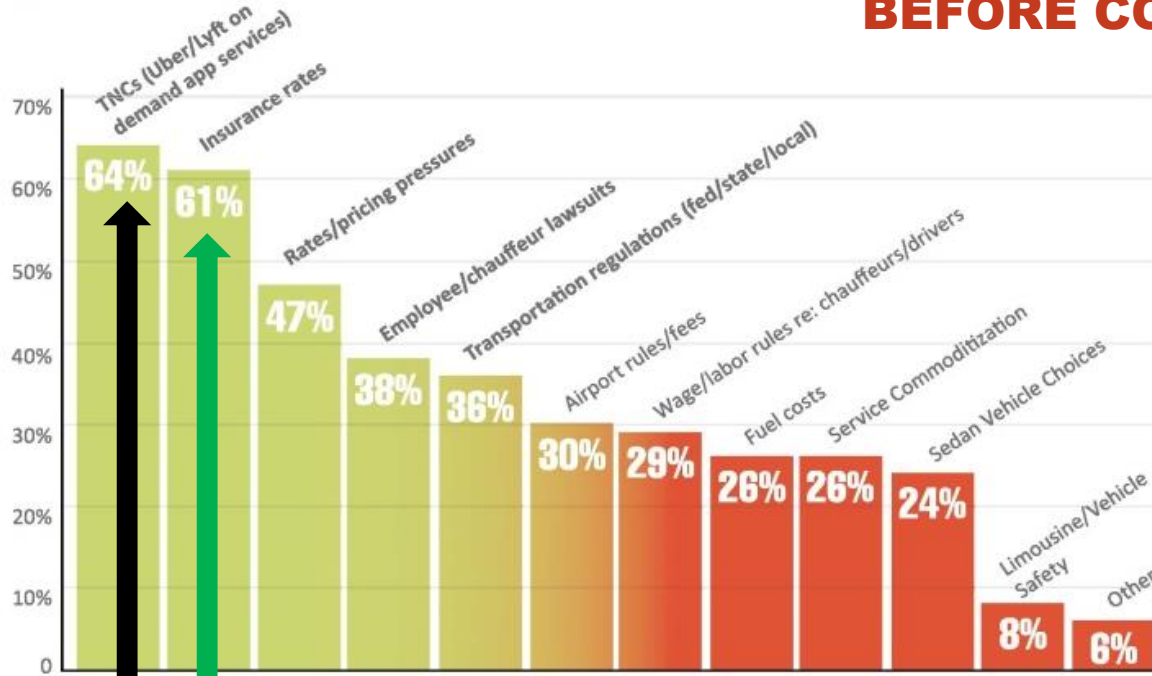


Facts Before Covid-19 and as of 2021



Rate of concern for operators of Luxury Vehicle Rental Services

BEFORE COVID-19



64%
TNC UBER/Lyft

61%
Insurance rates

8%
Limo/Vehicle safety

**Low concern means
high insurance rates**

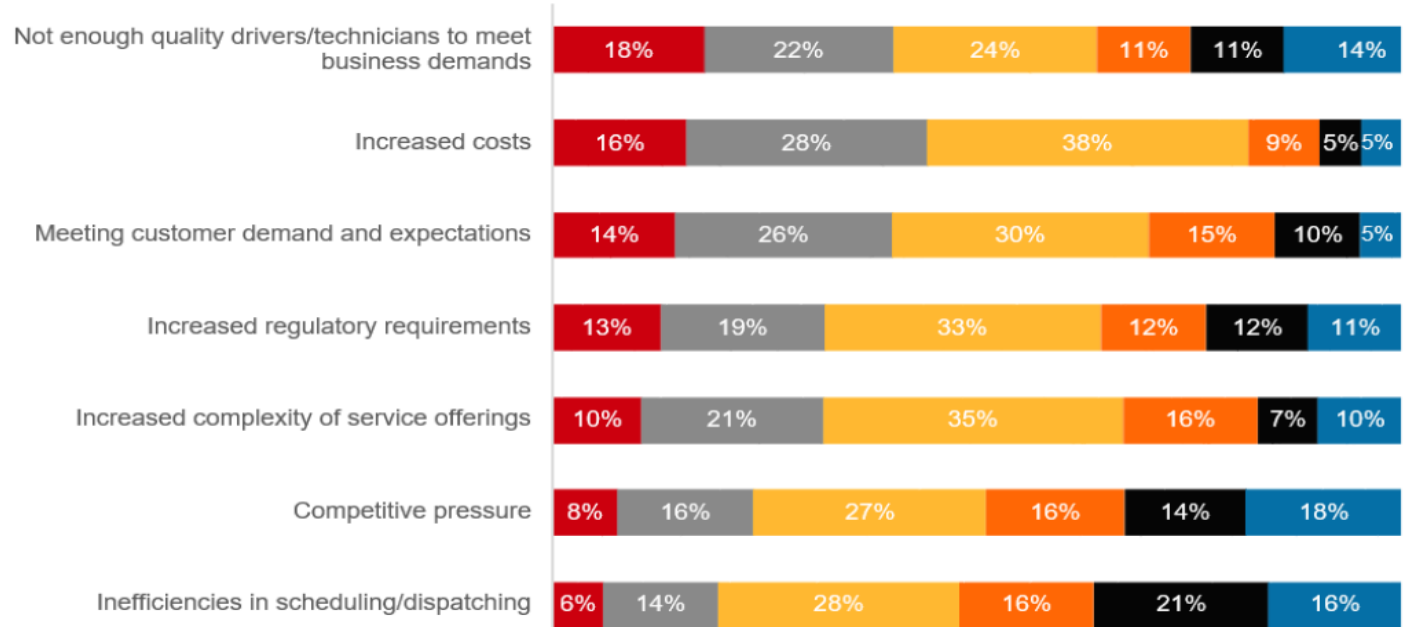


Rate of concern for operators of Luxury Vehicle Rental Services

**AS OF 2021
WE SETTLE**



- Extremely Impactful (5)
- Very Impactful (4)
- Somewhat Impactful (3)
- Hardly Impactful (2)
- Not Impactful at All (1)
- Does Not Apply



Source: 2021 Verizon Connect Fleet Trends Research Study

The Fatal impact



Covid-19 affects the whole population, unsafe vehicles already cause too many accidents, and unsafe drivers cause serious crimes such as rape and human trafficking." **Brand Booster** " will certainly reduce such tragedies.

Facts about HCB

- 1.** Free from conflicting interests for launching "Brand Booster";
- 2.** Offer an added value for the whole automotive industry;
- 3.** Solve most related issues of the industry including COVID-19;
- 4.** Will be a #1 in North America and well positioned for abroad;
- 5.** Will improve safety standards and government regulations for luxury transportation services while satisfying, global ridesharing services, independent owner-operator companies and chauffeurs.

• **Cloud Registrar** • **Operators** • **Vehicles** • **Chauffeurs & More**



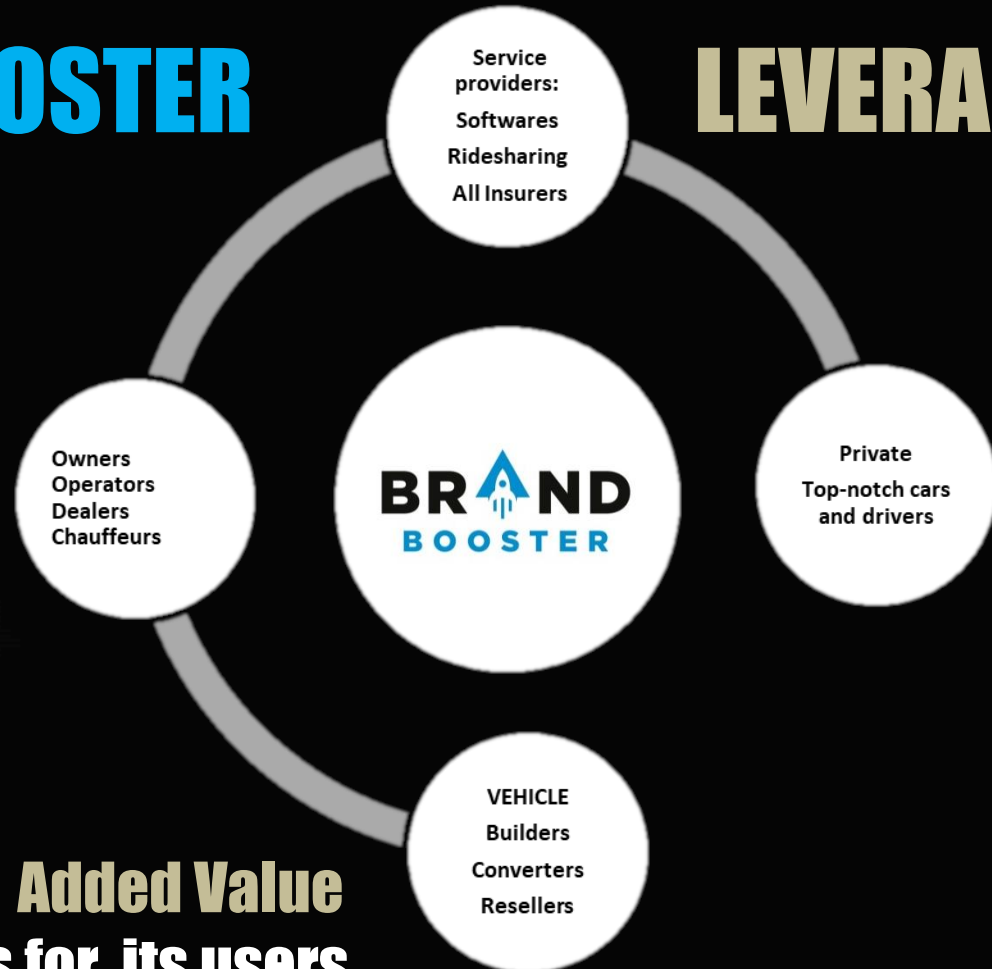
**Real time database
Credentials & compliance**

**White label
Franchises**

➔ **Enough to create your own financial forecasts** ←➔

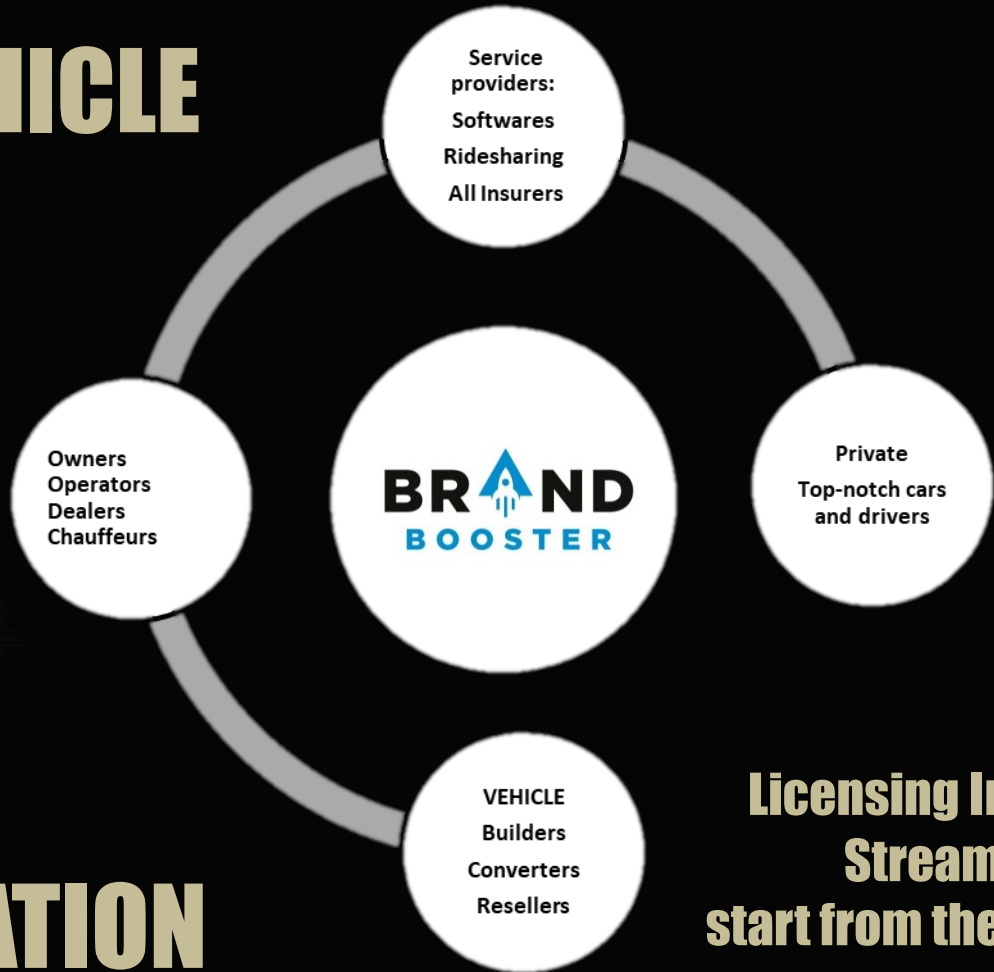
BRAND BOOSTER

LEVERAGE



**"Brand Booster" Added Value
Boosts Business for its users**

LUXURY VEHICLE



ACCREDITATION

**Licensing Income
Streams
start from the source**

RESCUE MARKETING



SAFE

Our Brands & App cure ridesharing's flaws, fake reviews and more

VERSATILE/LICENSING



Beyond **tracking cars and chauffeurs**

The best **way to find reliable services**

BRAND
BOOSTER



Organizational Structure

Owners could be ghost registrar



B2B Web Site

REGISTRAR

***SAFELIMO.ORG**

Credentials & Compliance

REGISTRAR MEANS

HCB e-Commerce
Human Capital Bank

***Registrar generates revenue streams from franchises and licenses**

***911LIMO.COM**

****CONCIERGE + APP'S CUSTOMER SERVICE EMERGENCY**

****Service fee for a prompt response provided by human agents:**

Provides 24-hour service, seven days a week, 365 days a year

**Real-time service and compliance report updates:
operators/vehicles/chauffeurs**



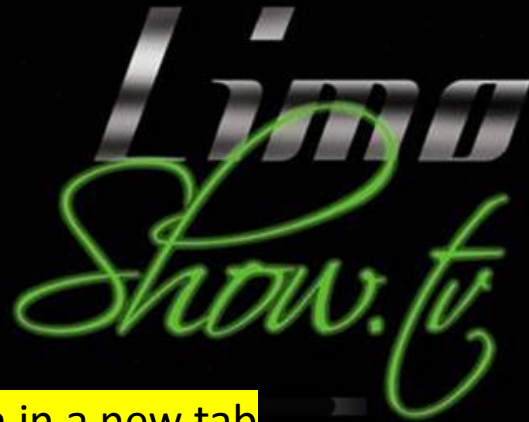
**Service support's
trigger**



**Provider screening's
trigger**

Organizational Structure

Please watch your selected video
before continuing the slideshow.



Click right to open in a new tab

Start here
[Before Covid-19](#)
2 min Version



[Limo crisis](#)
2 min Version

[How it works](#)
3 min Version





Conclusion



911LIMO SAFELIMO "Brand Booster" will proactively balance supply and demand to meet the growing need for luxury vehicles and chauffeur services. Such initiatives could be extended worldwide.

Go on for references



References 2020-2016

NOTE: Since Uber and its founder Travis Kalanick probably set all records for media coverage, we only gathered references that are relevant to the objectives of this presentation.

Our culture is not sales-oriented, but rather one of quality control and safety bona fide. With respect to the media, our first reference reflects the contrast of the impact between the sales culture and the culture of our business model.

Uber cabs now have safety screens between driver and drivers
BoolyInside MONDAY, JULY 27, 2020

<https://www.bollyinside.com/news/technology/uber-cabs-now-have-safety-screens-between-driver-and-drivers/>

Limo safety included in new transportation funding bill. Monday, June 8, 2020

<https://dailygazette.com/article/2020/06/03/limo-safety-included-in-new-transportation-funding-bill>

Limo co. Hammered by pandemic's effects
May 27, 2020

https://www.gainestimes.com/news/local_news/limo-co-hammered-by-pandemic-effects/article_6685e7ce-a06c-11ea-86c6-239be5f41cc.html

Auto insurance relief sought for businesses May 16, 2020

https://www.gloucestertimes.com/news/local_news/auto-insurance-relief-sought-for-businesses/article_d3122304-33fd-506c-a499-b4b37a7b4522.html

4 Pearson airport taxi and limousine drivers have died of COVID-19, drivers' union says Apr 29, 2020

<https://www.cbc.ca/news/canada/toronto/pearson-taxi-covid19-deaths-1.5549837>



[Billion Dollar Bully](#)

Mass media and industry magazines are highly concerned about the benefits of our application.

Local high school senior claims businesses tried to cheat her after prom was canceled - April 21, 2020

<https://www.kvue.com/article/news/investigations/defenders/high-school-seniors-refund-prom-limo/269-cc94021b-f36e-47f9-b193-c76d96d969f>

Increased limo regulations legislation triggered by Schoharie crash stalls Apr 9, 2020

<https://poststar.com/news/local/increased-limo-regulations-legisla>

LEGISLATORS PUSH FOR FEDERAL LIMO SAFETY BILLS Apr 8, 2020

<https://www.recordernews.com/news/local-news/175161>

The Mega-Trends That Will Define Your Service
March 10, 2020 TLC INDUSTRY RESEARCH

https://www.lctmag.com/article/737669/the-mega-trends-that-will-define-your-service?utm_source=email&utm_medium=newsletter&utm_campaign=20200311-NL-LCT-Enews-BOBCD200305011&omdt=NL-LCT-Enews&omid=1102541311&oly_enc_id=9463B2012934E95

Upstate transportation companies are already squeezed by Uber and Lyft. This is making it even harder to compete (Insurance skyrocketing cost) March 2, 2020

<https://www.bizjournals.com/albany/news/2020/03/02/albany-transportation-taxis-livery-uber-lyft.html>

Latest News

Mercedes Benz Moves
Away from Compact
Cars to Focus on
Limousines and SUVs
October 27, 2020

[Mercedes Benz](#)



References/2

Industry Voices Of Reason On The Coronavirus March 11, 2020

<https://www.lctmag.com/news/737719/industry-voices-of-reason-on-the-coronavirus>

Man critically injured after falling from moving limousine in downtown Calgary February 17, 2020

<https://globalnews.ca/news/6559963/downtown-calgary-limousine-incident/>

Technology Solutions For The Future LTC Posted on February 14, 2020

<https://www.lctmag.com/article/737312/technology-solutions-for-the-future>

Coroner's report on party bus death calls for vehicle inspection changes CTVNewsBen January 28, 2020

<https://bc.ctvnews.ca/coroner-s-report-on-party-bus-death-calls-for-vehicle-inspection-changes-1.4787237>

From the Assembly: Schoharie limo crash spurs safety legislation. Jan 21, 2020 (Limo + Uber)

<https://www.eaglenewsonline.com/news/new/government/2020/01/21/from-the-assembly-schoharie-limo-crash-spurs-safety-legislation/>

Kenny Webb killed in head-on Limousine accident near Herod January 21, 2020 01:28

<https://www.thelegaladvocate.com/news/breaking/kenny-webb-dies-head-on-crash-limo-herod-route-34-jan-19>

Limo Safety Measures Advance To House Floor CITY OF ALBANY JUN. 22, 2020

<https://spectrumlocalnews.com/nys/central-ny/ny-state-of-politics/2020/06/22/limo-safety-measures-advance-to-house-floor>

From the Assembly: Schoharie limo crash spurs safety legislation. Jan 21, 2020 (Limo + Uber)

<https://www.eaglenewsonline.com/news/new/government/2020/01/21/from-the-assembly-schoharie-limo-crash-spurs-safety-legislation/>

Kenny Webb killed in head-on Limousine accident near Herod January 21, 2020 01:28

<https://www.thelegaladvocate.com/news/breaking/kenny-webb-dies-head-on-crash-limo-herod-route-34-jan-19>

Limo Safety Measures Advance To House Floor CITY OF ALBANY JUN. 22, 2020

<https://spectrumlocalnews.com/nys/central-ny/ny-state-of-politics/2020/06/22/limo-safety-measures-advance-to-house-floor>

Albany limo company welcomes reforms, taking own steps to improve safety Jan 10, 2020 ABC News10

<https://www.news10.com/top-stories/albany-limo-company-welcomes-reforms-taking-own-steps-to-improve-safety/>

Here are Toronto's new rules for ride-hailing companies like Uber and Lyft CBC News · Posted: Jan 02, 2020 Very relevant update

<https://www.cbc.ca/news/canada/toronto/vehicles-for-hire-updated-by-laws-1.5412932>

Ground Transport Services Should Cut Drip-Pricing Posted on January 8, 2020

https://www.lctmag.com/news/736952/ground-transport-should-cut-faucet-on-drip-pricing?utm_source=email&utm_medium=newsletter&utm_campaign=20200108-NL-LCT-Enews-BOBCD200102013&omdt=NL-LCT-Enews&omid=1102541311&oly_enc_id=9463B2012934E95

Are Stretch Limo Safe? NBC News May 28, 2019

<https://www.nbcnews.com/transportation/are-stretch-limo-safe-watch-this-crash-test-footage-of-a-startling-crash-60390469724>

An Industry Reset For The 2020s

Martin Romjue Posted on May 9, 2019

<https://www.lctmag.com/article/734044/rebooting-for-the-roaring-2020s>

In 2020, California passengers will not be able to smoke marijuana in any moving vehicle Friday, Dec. 27th 2019

<https://krctv.com/news/local/in-2020-california-passengers-will-not-be-able-to-smoke-marijuana-in-any-moving-vehicle>

Vancouver party limo operator fined \$27K for carrying minors with alcohol on board December 10, 2019

<https://www.cbc.ca/news/canada/british-columbia/vancouver-party-bus-operator-facing-50k-fine-for-carrying-minors-alcohol-1.5389564>

Funeral held for eight victims of horror limousine crash that killed 20 in upstate New York December 9, 2019

<https://dentondaily.com/funeral-held-for-eight-victims-of-horror-limousine-crash-that-killed-20-in-upstate-new-york/>

Uber: The ride-hailing app that says it has 'zero' drivers The Silicon Valley company's word games help shelter it from liability in lawsuits.

Oct. 14, 2019 The Washington Post

<https://www.washingtonpost.com/technology/2019/10/14/uber-ride-hailing-app-that-says-it-has-zero-drivers/>

Colorado Cannabis Party Bus Goes Up In Flames

News Reports Posted on November 13, 2019

<https://www.lctmag.com/news/736377/colorado-cannabis-party-bus-goes-up-in-flames>

Burning Bus Provides A Hidden Lesson For Operators News Reports November 7, 2019

<https://www.lctmag.com/news/736293/no-injuries-one-big-lesson-as-bus-burns>



References/3

Limo association adopts NTSB recommendations on Schoharie crash - Times Thursday, October 17, 2019

<https://www.timesunion.com/business/article/Limo-association-adopts-NTSB-recommendations-on-14541973.php>

Federal limousine safety legislation introduced; Response to NTSB Schoharie limo crash recommendations The response has bipartisan backing [Stephen Williams @gazettesteve](#) | Oct16, 2019
<https://dailygazette.com/article/2019/10/16/federal-limousine-safety-legislation-introduced>

Assembly members sponsor new limo safety bills

Posted: Jul 16, 2019 / 12:01 PM EDT / Updated: Jul 16, 2019 / 12:01 PM EDT

<https://www.informnny.com/news/assembly-members-sponsor-new-limo-safety-bills/>

California Committee Approves Cannabis-on-'Party Bus' Bill

<https://cannabislaw.report/california-committee-approves-cannabis-on-party-bus-bill/>

SENATE ACTS ON LIMO SAFETY BILLS

Posted by [David Warner](#) | Jun 14, 2019

<file:///G:/Mon%20disque/Documents/911.LIMO/Business%20Plan/Senate%20acts%20on%20limo%20safety%20bills%20-%20My%20Little%20Falls.html>

Tedisco Wants Lawmakers Back To Take Up Limo Safety Bills JUN. 27, 2019

<https://spectrumlocalnews.com/nys/central-ny/politics/2019/06/27/tedisco-on-limo-safety-bills>

How limousine safety ran out of gas

Cuomo targeted the industry after the Schoharie crash, but a push for more comprehensive changes took a back seat post-budget.

SEPTEMBER 4, 2019

<https://www.cityandstateny.com/articles/policy/transportation/limo-safety-runs-out-of-gas.html>

Limo Safety Takes Focus in Final Days of Session

By Melissa Steinger Albany/Capital Region

Jun. 18, 2019 UPDATED 10:00 PM ET

<https://spectrumlocalnews.com/nys/capital-region/news/2019/06/18/limo-safety-takes-focus-in-final-days-of-session>

Tedisco, Senate Pass Limo Safety Bills

[JAMES TEDISCO](#) June 06, 2019 [LIMO SAFETY](#)

<https://www.nysenate.gov/newsroom/press-releases/james-tedisco/tedisco-senate-pass-limo-safety-bills>

Dreams To Reality: New Client Sources For Luxury Service April 27, 2019

<https://www.lctmag.com/article/733884/dreams-rooted-in-reality-new-client-sources-for-luxury-service>

Safety monitors now required on party buses with minors in B.C.

April 17th, 2019

<https://www.cheknews.ca/safety-monitors-now-required-on-party-buses-with-minors-in-b-c-553216/>

Featured Letter: Still more must be done to improve limousine safety by Nancy DiMonte 04/13/2019

<https://suffolktimes.com/news/2019/04/featured-letter-still-more-must-be-done-to-improve-limousine-safety/>

CBS 17 Investigates: Limo regulations in North Carolina

Updated: Feb 12, 2019 / 11:31 PM EST

<https://www.cbs17.com/news/investigators/cbs-17-investigates-limo-regulations-in-north-carolina/>

Fact-Driven Clapback Operators Can Use

Posted on December 3, 2018

<https://www.lctmag.com/article/732228/a-fact-driven-clapback-operators-can-use>

Are "Stretch" Limousines Safe At Any Speed?

1,977 views Oct 9, 2018,

[tes/chucktanner/2018/10/09/are-stretch-limousines-safe-at-any-speed/#5b5f702d604](https://www.youtube.com/watch?v=5b5f702d604)

Chicago Micromanages Party Buses

[Jim Luff](#) Posted on September 8, 2018

<https://www.lctmag.com/article/731164/chicago-micromanages-party-buses>

Chicago Party Bus Law Ensnarers Large Coaches

Hal Mattern Posted on December 8, 2018

<https://www.lctmag.com/article/732302/chicago-party-bus-law-ensnarers-large-coaches>

The Hidden Dangers of Riding in a Stretch Limousine New York Time Oct. 8, 2018

<https://www.nytimes.com/2018/10/08/nyregion/stretch-limo-dangers-safety.html?module=inline>

New York limo crash raises safety, regulation questions for industry USA TODAY NETWORK Mike Snider, USA TODAY Oct. 8, 2018

<https://www.usatoday.com/story/money/nation-now/2018/10/08/new-york-limo-crash-limousines-drivers-regulation-safety/1563856002/>

New Carey CEO Promotes Safety As Strong Selling Point

[Martin Romjue](#) Posted on September 12, 2018

<https://www.lctmag.com/news/731226/new-carey-ceo-sees-safety-as-strong-selling-point>

Party Bus Entrepreneur On The Road To Growth May 17, 2019

<https://www.lctmag.com/news/722484/alabama-party-bus-entrepreneur-on-the-road-to-growth>

State Patrol cracks down on illegal limo operations December 9, 2016

https://www.channel3000.com/news/local-news/state-patrol-cracks-down-on-illegal-limo-operations_2016121510181725/213776064

Tragic Accident Illustrates Need For Party Bus Rules December 9, 2016

<https://www.lctmag.com/news/719069/tragic-accident-illustrates-need-for-party-bus-regulations>



References/4

Panel calls for limousine regulations after deadly Cutchogue crash
Tuesday, December 20, 2016

<http://abc7ny.com/news/panel-calls-for-limousine-regulations-after-deadly-li-crash/1664809/#videoplayer>

Most Party Bus Accidents Result In A Death, Stats Show August
24, 2016

<https://www.lctmag.com/news/715090/most-party-bus-accidents-result-in-a-death-stats-show>

Solombrino At Length: What's Next Big Move For
Limo Industry? July 1, 2016

<https://www.lctmag.com/article/714160/solombrino-at-length-what-s-next-big-move-for-limo-industry>

VPD fine limo driver for driving with 10 passengers on a Class 1
license September 19, 2020

<https://www.vancouverisawesome.com/bc-news/vancouver-limo-driver-fined-driving-10-passengers-2734085>

Please note that all information published in the **Brand Booster Auction** is strictly reserved for authorized participants.

NTSB: NYS DOT, DMV had sufficient evidence to prevent
Schoharie Limousine tragedy **Sep 29, 2020** / 12:46 PM EDT

<https://www.wivb.com/news/new-york/ntsb-nys-dot-dmv-nysp-had-sufficient-evidence-to-prevent-schoharie-limousine-tragedy/>

Most Alarming videos



Click below to watch video

[6imos-safe-watch-this-crash-test-footage-of-a-startling-crash-60390469724](https://www.youtube.com/watch?v=6imos-safe-watch-this-crash-test-footage-of-a-startling-crash-60390469724)