

Punctual and professional

«AMR Travel & Limousine & Bus Service» has been providing reliable, punctual and professional transportation to clients for ten years. With the result that satisfied customers return again and again. The company is very grateful for this trust and guarantees that its services will be continued at the high level of quality clients expect.

The car door closes with a soft click. You tell the chauffeur at AMR your destination and then lean back into the comfortable seat of a Mercedes S-Class. Opening up your computer you can now focus on getting some work done just as if you were sitting in your ergonomically designed office. Well,

of course you can when you're sitting in the back of what is probably the best car in the world. However, it is only when the qualities of a first-class chauffeur are at play that the qualities of the vehicle can develop their full potential. The driver ensures that the noisy world outside full of chaotic traffic and building sites is kept at bay. Before you know it, you're at your destination, fresh, unstressed and almost as relaxed as if you'd just got back from a spa holiday. The added bonus – you've been able to get your work done.

Safe, on time and as comfortable as if you'd been travelling in a sedan chair. To ensure these factors, the chauffeur at the wheel must have a sound, professional foundation: "People working for us naturally have the legally required qualifications. Our chauffeurs all have licences for the professional transport of passengers," explains Ghulam Malik, the owner of "AMR Travel & Limousine & Bus Service". "This licence is checked every five years and is renewed subject to taking courses." And then, of course, the boss is very loyal and correct towards his employees. He and his member of staff

Fabienne Böhringer – who has been the good soul behind "AMR" since 2011 – are very strict ensuring that rest periods are taken. A refreshed chauffeur is the best chauffeur. Ghulam Malik is keen, too, to ensure the growth of the company is healthy; that it doesn't expand too rapidly. «This way I can guarantee quality and also take care of the well-being of my chauffeurs.»

Two decades of practical experience in his industry give the owner of the company a rare, high level of expertise. Since childhood, it had been his dream to be his own boss - something he realized in 2008. In so doing, Ghulam Malik followed in the footsteps of his parents and grandparents - both of the older generations are or were company owners. He is proud of this continuity, proud and happy that a constantly growing number of customers places their trust in him: "I would like to take this opportunity to express my sincere thanks."

His clientele consists of hotels, airlines, different groups, event organisers and, of course, VIPs. In addition to limousines,





AMR also has larger, but no less luxurious, vehicles in its fleet. The coach, for example, is perfect for ski trips or corporate outings to Davos. And if a flight is cancelled at the airport, passenger stress levels drop considerably as soon as they've taken a seat in the comfortable Mercedes Viano or Sprinter and are driven safely by one of the chauffeurs to their overnight accommodation or to a meal in the city. The quality of the fleet of vehicles is a sure contributor to quality at AMR. But what is it that gives AMR that certain something? What is it that turns good service into excellent service?

Ghulam Malik is not one to praise himself or even talk much about himself – precisely one of the qualities you need as an excellent chauffeur and that make a difference when it comes to the company's success. «Discretion, reserve and etiquette are the order of the day for our drivers. Most of our guests

want to enjoy some peace and quiet in the car, and be able to get on with their work. There are clients who spend hours in the company of their chauffeurs. A pleasant atmosphere in the car is just as important to the overall experience as getting to your destination on time. The chauffeur needs the right driving style to ensure that the client can relax. He needs to be able to anticipate the road traffic; shouldn't accelerate too quickly or brake too suddenly. Good planning before and during the drive is required. Building sites are investigated, traffic jams are noted well before they're announced on the radio, and, above all, sufficient time is scheduled for the journey.

The boss is a driver, too. "It's important that the boss is around and aware of what's going on. And I also really enjoy driving!" In his time, he's driven customers from Zurich to the Champs-Élysées, he's driven and

continues to drive Bollywood film teams to Interlaken and he gives managers and politicians at WEF time out from their hectic lives in his limousines. It's impossible to tempt a name from Ghulam Malik, but he does have a few anecdotes. In 2010, when Eyjafjallajökull volcano erupted, all flights were grounded. A group of VIPs had important meetings in London to attend and were chauffeured there across the English Channel, by Ghulam Malik. "We printed the tickets for the ferry at the office. Our schedule was a bit tight, but the meetings were able to take place on time," tells Ghulam Malik. And smiles proudly at the memory.

AMR

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