



PRESS RELEASE

Romsey chauffeur company acquires luxury BMW to meet client demands

For immediate release

A Romsey chauffeur, which has worked for a host of sporting legends and rock stars as well as business leaders, has expanded his company to cope with the increased demand from the corporate sector, hospitality events and social engagements.

To complement his offering to clients, CLASS Executive Cars, located on Romsey Road, has just acquired a luxurious BMW 7 Series.

CLASS director Steve Rogers started his venture just two years ago and is reporting a surge in business. He said: "There's no doubt that the unpredictability of public transport together with our clients' priorities of safety, reliability and confidentiality, has led to an increase in bookings. I think the key to our success is that we offer a service where our clients can concentrate on their engagements while we handle the logistics. The new vehicle gives us much more flexibility. "

Mr Rogers, who also lists the major cruise companies as clients, operates locally, nationally and internationally. His aim is to address a gap in the market for people who need a reliable and cost-effective driver for business and social engagements.

With more than 40 years' experience and fully licensed, CLASS has a range of premium chauffeur services for both private individuals and corporate clients. They include a VIP door to door service for busy executives, corporate hospitality and special events together with airport and cruise transfers. In addition, on the occasions when a client wants to use their own car, CLASS can provide a fully qualified and experienced driver to take the wheel.

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As the business founder, Mr Rogers has enjoyed a stellar career. A police trained driver, he has had some fascinating assignments at home and abroad. Last year he had a spell of driving international rocks artists like Green Day and Nile Rodgers and regularly meets leaders of industry as their private jets land at Farnborough Airport. In 2022 he chauffeured senior UEFA officials in England for the UEFA Women's Championship which saw the Lionesses beat Germany 2-1 in the final at Wembley.

In 2021 he was a driver for, among others, Andy Murray and Novak Djokovic who were playing the Laver Cup at the O2 in London

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IMAGE: Steve Rogers with his new BMW 7 Series