

Appendix B

Reference from Ian Coley in support of Azure's BMW X5 License Application

I can personally recommend David Keffler's Azure Luxury Car business, which provides a first class chauffeur service. My family and I used him to take us to Windsor Castle to receive my MBE from HM The Queen and his attention to detail was excellent. His Bentley is ideal for friends or relatives of our shooting clients who would like a tour round the Cotswolds whilst their partner shoots with us.

However, we would like to develop our relationship with Azure into areas where a vehicle that whilst being luxurious is more discreet than the Bentley and is suitable to be driven in all weathers and conditions. One example of this is luxury four-wheel-drive transport for people who want to join our shooting parties. If Azure had such a vehicle they could collect my clients from their houses/hotels and chauffeur them around for the day. By doing so Azure would be helping my business grow by providing just the sort of transport my clients want.

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