



Super Shuttle Owner-Driver Business Opportunity Information Pack

The Super Shuttle System
of New Zealand

Auckland
Christchurch
Dunedin
Hawkes Bay
Kerikeri / Bay
of Islands

Nelson
Palmerston North
Rotorua
Queenstown
Wellington

supershuttle.co.nz



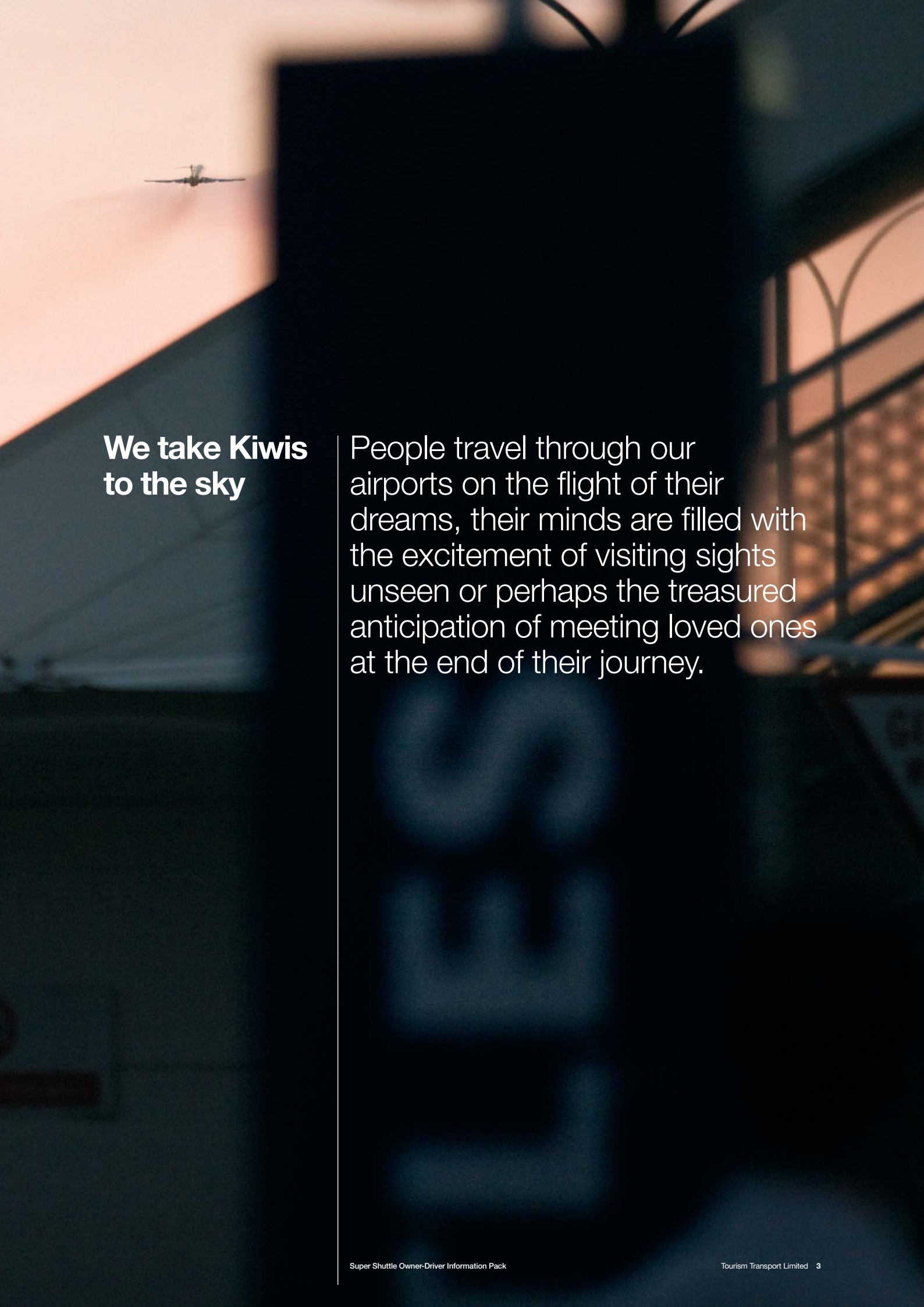
supershuttle

Mission Statement:

To lead the airport passenger transport industry in New Zealand by providing a dynamic, professional, and dependable service with unbeatable value for money.



supershuttle



**We take Kiwis
to the sky**

People travel through our airports on the flight of their dreams, their minds are filled with the excitement of visiting sights unseen or perhaps the treasured anticipation of meeting loved ones at the end of their journey.





**Every Flight,
Every Day,
Door to Door.**

Tourism is one of the world's biggest growth industries and New Zealand is no exception. It's our largest earner of foreign exchange, largest employer and produces 10% of New Zealand's GDP. Tourism is achieving unprecedented growth and development.

Super Shuttle has been a corner stone of the tourism industry for millions of travellers since it established the airport shuttle concept here in 1987. The company pioneered "shared-ride" door to door transport in New Zealand and now operates a nationwide network servicing 12 major airports throughout the country.

Super Shuttle is New Zealand's leading airport transfer service carrying well over a million passengers per year including inbound tourists, domestic air travellers and Kiwis travelling overseas. We also provide comprehensive transfer solutions to meet the needs of

business travellers, international conferences and special events.

Super Shuttle is unique in offering a "fixed price", convenient door-to-door service that provides a highly attractive alternative to expensive taxis. This has made us a preferred supplier for airlines, corporates, travel agents and the independent traveller alike.

Today Super Shuttle combines a popular service that enjoys strong customer loyalty, with a modern fleet, a great team of people, state of the art information technology and a sensational brand image.

Background

Background to the Super Shuttle product

Tourism Transport Limited owns and operates the Super Shuttle System of New Zealand. The Super Shuttle service was originally established in the Auckland region and its huge popularity meant it quickly expanded throughout the country. We are now the largest airport ground transport operator in New Zealand with no comparable competitor. Super Shuttle is a significant component of New Zealand's travel infrastructure and a major contributor to our country's vibrant tourism industry.

The key features of the Super Shuttle service are:

Door-to-Door – convenience at a fraction of the price of a taxi

Fixed Prices – know the price before you ride

Every Flight, Every Day – 24/7

Green – when our customers share the ride and “carpool” we reduce traffic congestion and carbon emissions

Nationwide – Auckland, Hamilton, Rotorua, Hawkes Bay, Kerikeri / Bay of Islands, Whangarei, Palmerston North, Wellington, Nelson, Christchurch, Dunedin and Queenstown

Super Shuttle uses company owned vehicles and contracted owner-drivers to supply the demand for its services to the travelling public. Currently there are over 130 Super Shuttles in the national fleet operated by more than 200 owner-drivers and relief drivers.

Our 24 hour, 7 day reservations centre provides booking, enquiry and coordination services to our extensive client base and the general public at large. Travellers can book either online at super-shuttle.co.nz or by calling 0800 SHUTTLE (0800 748-885) from anywhere, any time.

We have a well-trained and friendly operations team supporting professional, service orientated owner-drivers.

Our major travel industry clients include Air New Zealand and its travel subsidiaries, House of Travel, Flight Centre, Kirra Tours, ANZCRO (Australia & New Zealand Central Reservations Office), Tourism New Zealand and the regional tourism offices. We supply all major retail travel agents for both inbound and outbound travel (e.g. House of Travel, Orbit Corporate Travel, FCm (Flight Centre Travel)). Similarly, all major hotels, motels and backpacker hostels utilise Super Shuttle's superior service for their clients' airport transfers throughout the country.

The government sector is a significant and growing market for Super Shuttle. With the government's strong desire to improve efficiencies through shared services initiatives this market will increase in its importance over the coming years. Key current public sector clients include the Ministries of Defence, Health, Customs and Education as well as Crop and Food Research.

We provide our services to numerous corporate organisations with major customers including Telecom, Sky TV, NZRFU, Pricewaterhouse Coopers, New Zealand Cricket and Antarctic Support Centre who run the US Antarctic flights, to name a few.

Opportunities

100% Pure New Zealand on the World Stage

In 2019/2020 tourism remains a huge contributor to New Zealand's economy. New airlines and new routes to and from New Zealand are creating increased capacity, competition and cheaper airfares. This is driving inbound visitor numbers to our country as well as out bound travel by kiwis.

Over the last 20 years New Zealand has moved onto the world stage having been involved in a number of major international events including the Rugby World Cup, Americas Cup, World Triathlon, Volvo Ocean Race and the Cricket World Cup and we host the America's Cup again next year. Our dynamic film industry, particularly through "The Lord of the Rings" trilogy, "King Kong" and "The Hobbit", has also raised the profile of New Zealand as an international destination.

The Tourism New Zealand global marketing campaign "100% Pure New Zealand" remains a hugely successful platform for promoting New Zealand and has had a profound impact on our international profile. In fact the 100% Pure New Zealand brand is now one of the top global brands. These days New Zealand is seen as a safe, friendly, magical destination and is the focus of a truly global audience.

The Rugby World Cup back in 2011 was an enormous success and it was the single largest event ever staged in New Zealand. The Cup showcased New Zealand to the largest global audience possible and we are still experiencing the benefits of the All Blacks global profile and how that exposure is contributing to New Zealand tourism. Super Shuttle owner-drivers will play a big part meeting visitors' expectations as ambassadors responsible for their first impressions of New Zealand.

Our tourism industry is now accepted as one of New Zealand's most valuable economic sectors with vast growth potential extending well into the future. This is recognised by the ministerial seniority attributed to the Tourism portfolio under recent governments.

Long term growth in New Zealand air travel expected

Tourism to and from New Zealand has been further boosted by the increase in airline capacity into and out of New Zealand. These airlines include Emirates, Air China and China Southern Airways, United Airlines, American Airlines and Etihad Airways to name a few.

Furthermore new routes to and from New Zealand and new destinations are constantly opening up new opportunities for visitors and Kiwis alike to travel to or from our country. Low cost carriers like Jet Star have also contributed to growth in air travel over the last decade or so. Primarily the price sensitive customers, looking for a good deal, are driving the growth of air travel in New Zealand. Obviously these customers are also Super Shuttle's customers.

In addition to the growth of air travel driving increasing demand for Super Shuttle, is a growth in those air travellers looking for an alternative to expensive taxis and airport car parking. Super Shuttle continues to revolutionised the way travellers get to and from the airport. The effect of carbon emissions and the recession have really put a spotlight on the benefits of sharing the ride on a Super Shuttle. Travellers get a convenient, efficient and environmentally sustainable transfer service that offers unbeatable value for money. Our customers love knowing the price before they ride and know they won't be "ripped off". Sharing the ride is the way of the future.

All of this adds up to strong demand for the Super Shuttle service. As our passenger numbers grow so too does the number of our owner-drivers and vans. We seek self-motivated entrepreneurial people who want to be their own boss and directly reap the benefits of their hard work.

Ideally you will be sociable, customer focussed and well-presented.

Tourism New Zealand's promotion of New Zealand as 100% Pure New Zealand has helped position New Zealand as one of the most sought after and aspirational holiday destinations in the world.

Rob Fyfe



**Great Business
Great Fun
Great Future**

Every day Super Shuttle owner-drivers are responsible for the first impressions of visitors to our special country. We seek individuals who take pride in themselves and their country and who have the vision and desire to become ambassadors for New Zealand - our land, our people, our culture.

A Super Shuttle owner-driver business is a low-risk, low-investment and low-stress self-employment opportunity that rewards honest, hardworking Kiwis and requires no previous business experience.

The structure of the operation means all owner-drivers new and experienced – work as a team and have equal access to the customer base – so you won't be stressing out about having to compete for business. You can achieve a strong cash flow and instant profitability from day one because the customers are there waiting for you.

There are two major advantages of the Super Shuttle business over many other small business opportunities. Firstly, the company takes responsibility for all credit work and guarantees payment to its owner-drivers so there is no bad debt risk or any accounts/debtors to manage (i.e. no customer invoicing or debt

collecting). Secondly, there is no stock involved, eliminating all stock control problems.

Bad debts and stock control are the two main difficulties that threaten the viability of small businesses and neither exists for a Super Shuttle owner-driver.

The company looks after all the invoicing and credit management as well as admin, operations, marketing, IT systems, business development and promotion. Under this structure our owner-drivers are insulated from the normal vagaries associated with running a business and they can totally focus on giving great customer service.

Furthermore, there are no staff problems to worry about, no perishable goods and no premises or leases to manage. What's more weather doesn't affect your ability to make money!

International
check-in

International
arrivals



Join us

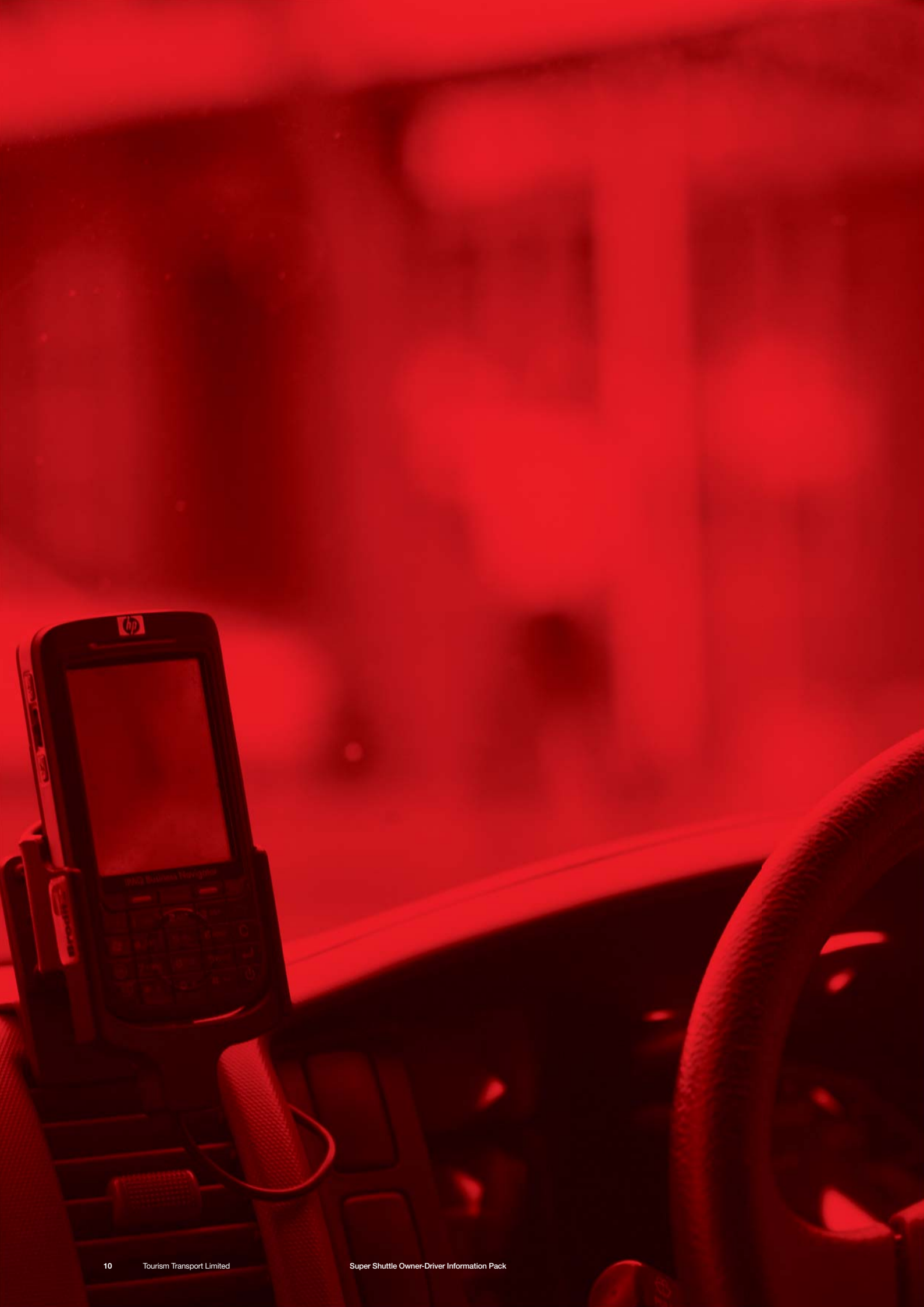
Join the Super Shuttle team today and enjoy independence, variety in your work, strong cashflow, great teamwork, life style, being your own boss as well as excellent growth potential. The Super Shuttle owner-driver contract business is a genuine business opportunity proven over time. Every day is different and our customers are always happy...

That's because they're either happy to be going to the airport to fly away on holiday or happy to be returning home to familiar surroundings after a trip away. Similarly, overseas visitors are excited and happy to arrive in our beautiful country – so no grumpy customers!

Our owner-drivers thoroughly enjoy the daily independence of their "mobile office" – they love the driving, working with happy people and the vibrant atmosphere of the airport. We have a great camaraderie within the Super Shuttle fleet and we're a proud team.

Operating a Super Shuttle is always interesting and it's low stress with lots of variety. We all enjoy meeting new people from all walks of life and of all nationalities. Super Shuttle has carried everyone from All Blacks to international celebrities and of course Kiwis from all over New Zealand and tourists from all parts of the world.

The Super Shuttle business opportunity combines great lifestyle opportunities with all the exciting prospects that the New Zealand tourism industry can offer.





Owner-driver, Owen Fairweather, joined the Super Shuttle team 14 years ago. Today he and his wife operate one vehicle in Keri Keri having relocated north from Christchurch in 2016.

“Over the years my Super Shuttle business has offered flexibility and freedom in my work and provides for excellent lifestyle choices. It’s great being my own boss. I thoroughly enjoy the people contact and the social dynamic that develops in the Super Shuttle when you have a group of travellers on board sharing the ride. I love meeting people from all over New Zealand and the world

and we have a lot of fun and great conversation. I am very happy with Super Shuttle and excited about our future prospects.”

Shuttle & Trailer Specifications

Shuttle Vehicle (to COF standard)

- Toyota ZX Hiace high roof, long wheel base with custom interior fitout
- 11 forward facing passenger seats - 3+2+2+3 Suburban cloth covered individual bucket seating with logo in head rest including lap/diagonal seat belts on all seats
- Arm rests on row ends and in between all seats
- Courtesy panel motor housing upstand carpet covered between driver and passenger area
- Base board trim set fitted to each seat base
 - storage area under rear row three seater
- Recover driver and passenger seats and full carpeting in cab area
- Fully certified to NZ safety standards
- Wooden floor under carpet to level floor and provide sound proofing
- Carpeted floor and walls to window height (to compliment seat upholstery)
- Overhead fan blower unit three speed mounted behind driver/passenger seats coupled into van aircon system
- Factory head lining
- Entry handle
- Manual stowable entry step with step light
- Tinted windows
- Two speakers fitted in rear coupled to dash head unit

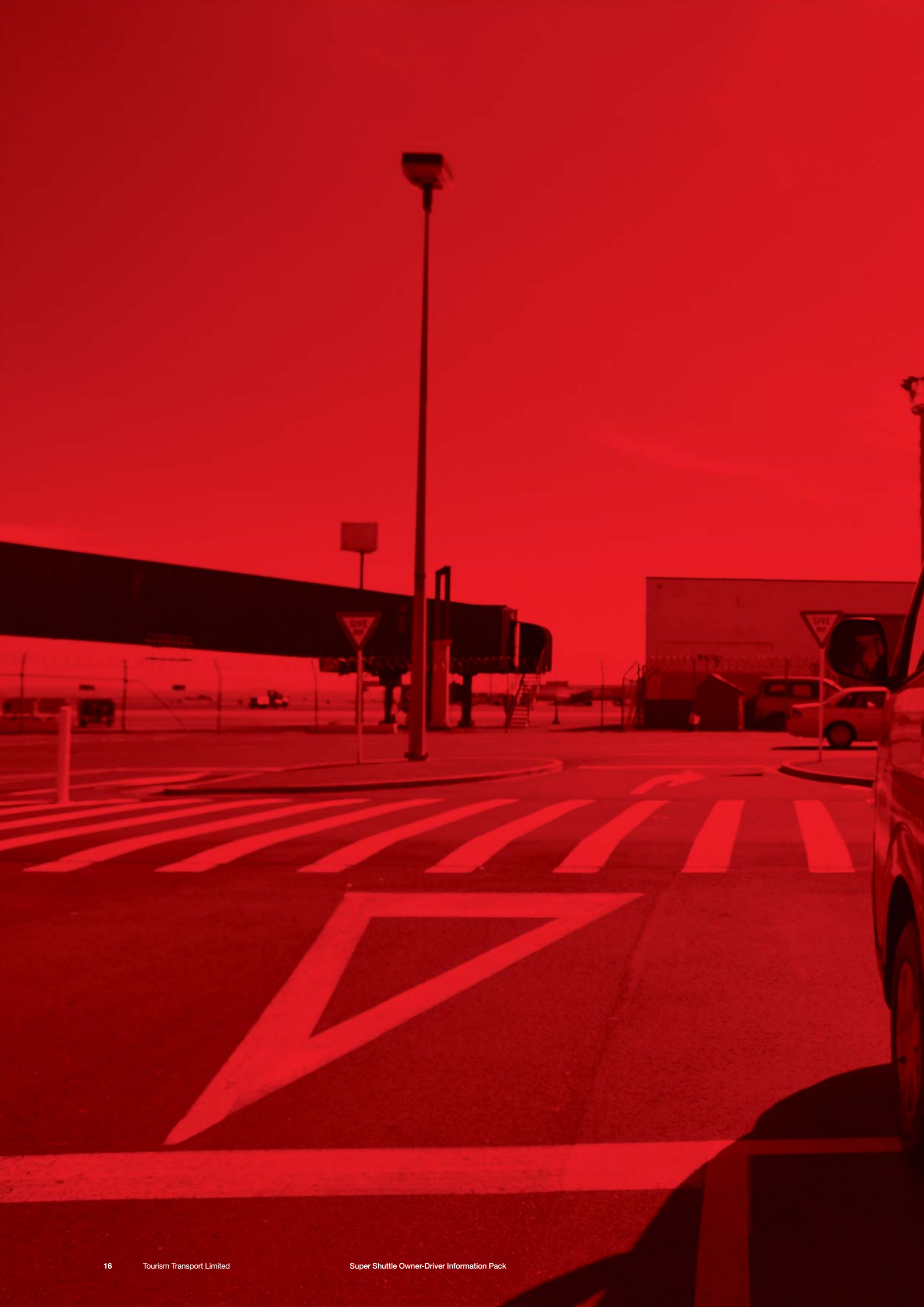
Trailer (to WOF standard)


- Super Shuttle custom design by Reid Trailers Limited
- Clamshell lid opening from curb side
- Roof rack
- Interior light
- Spare wheel stowed underneath at rear



This is the Super Shuttle vehicle and trailer rig. The company specification ensures a minimum standard of presentation, passenger comfort and service for the range of transportation tasks that you will perform as a Super Shuttle owner-driver.







Guy Paterson left a management career in the retail sector and was a long time owner driver in the Super Shuttle team in Wellington.

It was great being my own boss with the challenge of owning a business but I could also rest assured in the knowledge that I am part of a large successful nationwide team. It's never hard getting out of bed to go to work when I know I'm reaping the benefits of my own hard work.

Super Shuttle has met all my expectations and more".

Licensing Requirements for Super Shuttle Owner-drivers

The New Zealand Transport Agency (NZTA) licensing requirements for the small passenger service industry involve a twofold qualification process. To become a Super Shuttle owner-driver you need to gain both a Passenger Service Licence (PSL) and a "P" (for Passenger) Endorsement on your driver's licence. You can expect this process to take about 4 weeks. Contact your local NZTA office for all licensing information and an application pack.

Application and Selection Procedure

1. Enquiry received from owner-driver prospect.
 2. Initial information disclosure and request for details and CV from applicant.
 3. Interview and/or detailed information disclosure.
 4. Application received by Super Shuttle and processed.
 5. Successful applicant signs conditional sale and purchase agreement and pays deposit of 50% of Joining Fee. Vehicle and trailer ordered.
 6. Applicant commences licensing process as required.
 7. Induction training seminar completed.
 8. Uniform issued and on-road training commences.
 9. Contract signed and balance of fees paid.
- **You are now an operational Super Shuttle owner-driver**

Please turnover, complete and return the application form.

Tourism Transport Limited

Super Shuttle Owner-driver Application Form

Please complete this application form and return by fax to
(09) 520 0164 with
Attention: Carol Paton
or by mail to:

The Director
Tourism Transport Limited
PO Box 10-130, Dominion Road
Auckland 1446
(Please mark your envelope: Private and Confidential)

Applicant's First Name:			Last Name:			Partner's Name:		
Address:								
City:					Email:			
Mobile:			Tel Home:			Tel Business:		
Own Home <input type="radio"/> Yes <input type="radio"/> No	Renting: <input type="radio"/> Yes <input type="radio"/> No	Age:	Date of Birth:			Marital Status:		
Other Languages:								
Special Skills:								
Present Occupation:					Previous Occupation(s):			
Previous Service Industry Experience:								
Qualifications Held:								
Licences Held:			<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
						<input type="radio"/> 7	<input type="radio"/> P	
Are any members of your family or friends potential owner-drivers?						<input type="radio"/> Yes		<input type="radio"/> No
Level of Interest:								
Accept <input type="radio"/>			Accept Subject to Finance <input type="radio"/>					
Signature:						Date:		

Do you want to be your own boss
and receive strong cashflow from
an affordable investment?

Are you ready for independence,
variety and the opportunity to meet
new people?

Do you want a flexible, low
stress and enjoyable working
environment? Are you ready
for job security?

Drive ahead today with a Super Shuttle owner-driver contract.



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