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Limousine Association of New Jersey

E-News

April 12, 2022

The Limousine Association of New Jersey E-News is published on the second and fourth Tuesdays of each month expressly for the organization's members.

LANJ Dinner Get-Together Tuesday May 17 at 6 PM



Be sure to save the evening of **Tuesday May 17** on your calendar so you can join your fellow members and other industry peers at the Limousine Association of New Jersey dinner get-together that will be held at Fernandes Steak House in Newark.

Sure to be a great -- and much awaited -- reunion, the event promises to be the perfect occasion to catch up, network and simply have a really enjoyable gathering after the long pandemic hiatus.

Watch your in-box for more details, including registration information, which will be provided in the coming weeks!



**NLA Announces New
Ground Reservation
Industry Standards**



Industry Standards

At the 2022 CD/NLA Show held late last month in Las Vegas, the National Limousine Association (NLA) announced the launch of new Ground Reservation Industry Standards (GRES) which, as reported on March 30 by the New York City-based law firm Windels Marx that served as counsel for the agreement, "formalize common and frequently used language as official terminology developed to improve and optimize communication for operators and industry software providers on both an internal and external basis...

"These standards have been in development for several years, and we are thrilled that they are finally a reality,' stated **Robert Alexander** NLA president. 'This collaborative and consequential initiative undoubtedly enhances and benefits intra- and inter-company communications and introduces more efficiency and understanding, as evidenced by the support from our industry software vendors and providers. Our next goal with the GRES is to educate the industry on the importance of everyone speaking the same language -- regardless of geographic location or company size.'

"Developed by the NLA Technology and Social Media Committee, the GRES standardizes terminology that the industry uses every day, but has never been formalized, to improve communication and understanding between chauffeured transportation operators and software providers.

"The standardized terminology, which pertains to vehicle types and trip status (such as pre-and post-trip), will also enable seamless integration between reservation software vendors. From an internal perspective, communication between operators' staff will be simultaneously reduced and optimized, eliminating any miscommunications or language barriers and making things more efficient. Externally, with regard to their global affiliates, operators will not need to enact any changes, as their reservation software will be able to automatically transmit a reservation to any software vendor using the same language.

"To date, five software vendors have pledged their support of the NLA's standards and will integrate them into their platforms: GRIDD/GNet, GroundWidgets/SantaCruz, Limo Anywhere, Fasttrak and Livery Coach."

Limousine Association of New Jersey

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