



IMPERIAL

PREMIUM RENT A CAR

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*Follow your dream, feel the majesty*







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# OUR BEGINNING



IMPERIAL

PREMIUM RENT A CAR



[www.imperial-rac.com](http://www.imperial-rac.com)

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THERE ARE MANY COMPANIES IN THE WORLD THAT HAVE A LONG HISTORY AND TREASURE OLD TRADITIONS. OUR HISTORY STARTS TODAY, BUT WE CAN ASSURE YOU THAT IT IS COMMENSURATE WITH CENTURIES OF TRADITIONS.

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**Imperial Premium Rent a Car** was founded in 2014 in the United Arab Emirates with its headquarters in Dubai. The choice of this city was not incidental. Dubai today is not just one of the largest metropolises on the planet, but primarily it is the cultural environment where one can fulfil his most venturesome dreams. We'd like to particularly stress here that Imperial Premium Rent a Car company becomes the continue of the dream and aspires to the grandeur of deeds that can make the world at least a little bit better.



Classical English style in everything that related to the quality of life can be described by a blend of conservatism, aristocratism and modesty. It is usually the choice of wealthy solid people, connoisseurs of comfort and family traditions

Aristocratism manifests in everything that relates to the services provided by us in the spirit of the Victorian era: from classical samples of unique English cars and up to the decent, in the best traditions of the British Empire, serving in the style of “**Butler**”, which during the reign of **Queen Victoria** was brought to perfection

Once you become our customer, you will find yourself in the midst of a different lifestyle and cultural dimension, almost as a royalty, every minute feeling the reverential honour of “subjects” and the undisguised admiration of people around you.

*Follow your dream, feel the majesty!*








# OUR VISION






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MODERN LIFE DICTATES ITS OWN RHYTHM, AND  
ONLY THE LATEST TECHNICAL ACHIEVEMENTS OF  
THE HUMAN IMAGINATION ALLOW GETTING INTO THIS  
RHYTHM, PRIMARILY IN THE AUTOMOTIVE INDUSTRY.

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In the 21st century, it is the car, which has become that unique technical achievement that fully enables quickly and comfortably move at the increasing rhythm of life, expand your social sphere, and no less importantly it is to demonstrate your involvement in the lifestyle of the social elites. This was also the case during the old days, when people chose carriages that were dignified and corresponded to their social status. It is still the case today.

OUR VISION, in the light of strategic objectives of the Imperial Premium Rent a Car company, allows to recreate the traditions of a “dignified selection” and turn to the experience of history not only in the context of elegant aristocratism in the selection of offered rental vehicles but also in the revival of the grand style of related services.









# OUR MISSION







PROMOTING principles and approaches in the market that reflects a new vision in organizing car rentals and developing a grand style of service.

CREATING a community of successful people from the circle of regular customers of Imperial Premium Rent a Car who are united in loyalty to the traditions of aristocracy in selecting cars and the grand style of related services, and no less importantly spiritual need in charity and philanthropy.

IMPLEMENTING humanitarian projects in the fields of ecology, healthcare and education.



This approach in defining the mission of the Imperial Premium Rent a Car company corresponds to the main principles of spiritual life in the United Arab Emirates, and Islamic traditions of high morality and charity.



OUR CORPORATE PARTICIPATION  
IN EWS-WWF PROGRAMS







Corporate membership in the implementation of complex programs **EWS-WWF** allows to expand the meaning of the mission of our company, up to participating in the prevention of the degradation of natural resources in the name of a future, where humans will live in harmony with nature.

As a corporate member of the specific target activities of **EWS-WWF**, we concretize our cooperation in the following key programs and initiatives:



#### PROGRAMS

- Climate Change & Energy
- Terrestrial conservation
- Marine Conservation
- Environmental Education



#### INITIATIVES

- Ecological Footprint Initiative
- Wadi Wurayah National Park
- Marine Turtle Conservation
- Earth Hour
- Be'ati Watani Qatar
- Eco-Schools







# OUR OBJECTIVES









REVIVING aristocratic traditions in the field of car rentals and provision of elite related services.

PRESENTING rare cars collection from the most prestigious brands in the car rental market.

CREATING a new style of personalized “**Butler**” service in the spirit of aristocratic traditions of the past and latest achievements of creative technologies in providing comprehensive services nowadays.

ESTABLISHING a club system for regular customers as well as developing pilot programmes of serving their families.

ORGANISING auto escorts and services in the “**Butler**” style, including visits to presentations, exhibitions, vernissages and other cultural events in the United Arab Emirates.

INTRODUCING a flexible booking system and payment methods of car rental and related services in the “**Butler**” style.

IMPLEMENTING target-oriented charity and philanthropy projects, including through the participation in similar programmes and providing transport services.







## RANGE OF OUR SERVICES



Similar to residents of Victorian England who used to change their horse-drawn carriages depending upon the purpose and time of their trip, Imperial Premium Rent a Car readily provides to modern businessmen and travellers new cars of various classes, which can be rotated several times during a single day! Just imagine: in the morning – a journey through the desert on luxury SUV **MERCEDES BENZ G63 AMG**, in the afternoon – a trip to a business lunch in executive class **ROLLS ROYCE GHOST** with a personal chauffeur, and in the evening – racing on fast and elegant **ASTON MARTIN DB9**

sports car. Can you envision such a scenario? With Imperial Premium Rent a Car, nothing is impossible! Moreover, any of your wishes can be fulfilled. You just need to give us a call or book one of our cars online.

Depending upon the class, we readily offer personalized options of cars to our regular customers and club members. It needs to be mentioned that the club programme and integrated approach to “**Butler**” services enable us in a short time to prepare a personalized “car card” for each customer taking into account his

itinerary in the United Arab Emirates and other important requirements: ranging from the brand or brands of exclusive cars to specific features of the chauffeur’s uniform, from organising business meetings till the gourmet menu of a business dinner. Furthermore, Imperial Premium Rent a Car has in its line of services a special programme that allows your family members to spend their free time independently from the business part of your visit.






You just need to wish, and our executive class cars can be delivered right at the ramp of your aircraft at the airport. We offer this service to individuals, as well as to large groups and official delegations. Once again, it is necessary to remind you about our unique **“Butler”**

style transportation service package during presentations, exhibitions and private events, as well as many other cultural events in the United Arab Emirates. Perhaps it is our **“Butler”** that will be required directly upon your arrival in the country.

Our flexible system of booking and rental payments, as well as our personalized creative approach to each customer, will convincingly assure you that the car of your dream is always ready upon your arrival in the United Arab Emirates.


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IMPERIAL PREMIUM RENT A CAR IS READY TO FULFIL  
ALL YOUR DEMANDS WITH OUR CORPORATE “BUTLER”  
STYLE SERVICE AND PROVIDE LUXURY VEHICLES OF ANY  
OPTIONS, ANY TIME A DAY, ANYWHERE IN THE UAE, AND  
FOR ANY LENGTH OF TIME.

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DOESN'T MATTER WHERE YOU ARE, WE ARE YOUR EMPIRE!



IMPERIAL  
PREMIUM RENT A CAR  
*Follow your dream, feel the majesty*

DB9

OUR GRAND  
“BUTLER” SERVICES





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Imperial Premium Rent a Car aims to become a dignified continuer of a deeply rooted **“Butler”** tradition, which originated in medieval English ideas of impeccability in the service culture. This culture calls for presence of seven exclusive qualities, which distinguish a real butler.

First of all, it is reliability. Then – loyalty, ability to keep a secret, constant conscious aspiration in making the customer’s life as comfortable as possible. Besides that, tactfulness, unobtrusiveness, adherence to professional distance, knowledge of and respect traditions, as well as the preferences of each customer. Precise punctuality. Good organizational skills. Heightened attention to details.

This class of service culture, as a reflection of centuries-long historical experience, that formed the basis of staff training at **IMPERIAL PREMIUM RENT A CAR**, which, however, did not exclude major efforts in mastering modern creative technologies on providing the comprehensive A to Z services.





Our “**Butler**” is foremost, a 21st century butler. He is like your shadow that is why you will not notice his presence when he is near you. During your entire visit to the United Arab Emirates, he is your Guardian Angel; and at times of exposure to severe Arabic nature - he is your tracker and an experienced guide. His reliability is similar to the loyalty of Prince Vladimir Orlov, who was proud in being a personal chauffeur of the last Russian Emperor Nicholas II, as well as personal butlers of British monarchs who served the representatives of the royal family faithfully and loyally throughout their lives. It would seem that such comparisons are entirely correct, as the qualities that are inherent to a real butler, irrespective of whether he holds a princely title, some other title, or no title at all, laid to the foundation of true devotion to his duty.

In our opinion, the “**Butler**” service is not associated with individuals, but reflects a systematic character in our actions. By saying “**Butler**”, we mean both particular person and team of executives, and a complete range of specific high-end services.



WITH THE TEAM OF IMPERIAL PREMIUM RENT A CAR YOUR  
“**BUTLER**” IS ALWAYS AT YOUR SERVICE!





IMPERIAL CLUB  
LOYALTY PROGRAM



Three Imperial Club Cards are displayed diagonally on a dark blue background. The cards are dark blue, red, and black, each featuring a gold fleur-de-lis logo. The dark blue card is labeled 'IMPERIAL SAPHIRE CLUB', the red card is labeled 'IMPERIAL RUBIN CLUB C', and the black card is labeled 'IMPERIAL DIAMOND CLUB CARD'. The cards have rounded corners and are slightly overlapping.

IMPERIAL  
SAPHIRE CLUB

IMPERIAL  
RUBIN CLUB C

IMPERIAL  
DIAMOND CLUB CARD





In addition to unprecedented offers of luxury car rentals from our own collection, as well as all our unique services, we have developed an **IMPERIAL CLUB** programme specifically for our regular customers. It allows our loyal customers to accumulate bonus points each time they rent a car from our fleet, become owners of IMPERIAL CLUB cards, and receive many pleasant and attractive benefits.



### IMPERIAL **SAPPHIRE** CARD

- **SAPPHIRE** club card is offered to those, who accumulate from a **1,000 to 10,000** points\*
- Holder of this club card receives a 15% discount
- Delivery and pickup of cars throughout Dubai – for free (any class of car)
- Unlimited miles for economy class cars
- Free GPS navigation device (available upon request)



### IMPERIAL **RUBIN** CARD

- **RUBIN** club card is offered to those, who accumulate from **10,000 to 25,000** points\*
- Holder of this club card receives a 20% discount
- Delivery and pickup of cars throughout Dubai – for free
- Free GPS navigation device and child booster seat (available upon request)
- Unlimited miles for economy class and premium class cars



### IMPERIAL **DIAMOND** CARD

- **DIAMOND** club card is offered to those, who accumulate from **25,000 to 50,000** points\*
- Holder of this club card receives a **25%** discount.
- Delivery and pickup of cars throughout UAE – for free
- Free GPS navigation device, Ipad holder, jacket hanger and child booster seat (available upon request)
- Free wireless access to the Internet (Wi-Fi)
- Cardholder can change one car for another one of the same class during the rental period
- Unlimited miles for any type of car

THE MORE YOU SPEND WITH IMPERIAL PREMIUM RENT A CAR, THE  
MORE YOU GET!

*\* Note: 1 AED = 1 point.*

*\* Terms and conditions to apply.*



# OUR COLLECTION





In our collection of elite cars can distinguish a large number of famous models reflecting an entire gamut of creative exploration, perfection of shapes and styles in the modern automotive industry.

It is well known that every collector irrespective of his subject of interest – paintings, coins or other rare objects, creates his collection taking into account, the generally accepted scale of values and personal preferences.

A special place of honour in our collection is given to the ROLLS ROYCE that serves as an embodiment of aristocratic ideas in their imperial and royal manifestation. Exactly for this car the slogan of our company can be fully attributed to: *"Follow your dream – feel the majesty!"*





A special place in our collection is also given to such masterpieces of the modern automotive industry as

- ASTON MARTIN
- BENTLEY
- PORSCHE
- RANGE ROVER
- LAMBORGHINI
- FERRARI
- ROLLS ROYCE
- MASERATI
- MERCEDES BENZ
- BMW
- AUDI
- VOLKSWAGEN

Similar to rare works of art these vehicles actually change picture of habitual reality, opening doors to a world of delight that thrills the heart of anyone, who makes his choice by telling us, **“I am ready to touch this marvel.”**

If you think that renting a car from our collection is a very costly affair, then we may not agree with you. Today with our special discounts and offers, everyone, who is ready to follow his dream, can afford himself at least once in a life to feel his affiliation with majesty and perfection.



THE MAIN MEANING OF THE ELITE CAR FLEET AT IMPERIAL PREMIUM RENT A CAR IS THAT YOU CAN CONFIDENTLY NAME ANY BRAND, AND WE WILL READILY PROVIDE IT.











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