



News Release

KAPALUA RESORT ASSOCIATION ANNOUNCES NEW SHUTTLE SERVICE OPERATOR

FOR IMMEDIATE RELEASE
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KAPALUA RESORT, MAUI, HAWAII – The Kapalua Resort Association is pleased to announce that SpeediShuttle, LLC has been chosen as the new operator of the Kapalua Resort Shuttle.

The Kapalua Resort Shuttle has been a valued amenity for resort guests and residents for over fifteen years, providing on-demand transportation throughout the resort as well as between the resort and West Maui Airport.

“As part of Kapalua Resort Association’s efforts to provide the best possible service for its members, SpeediShuttle was chosen out of a large field of contenders,” said Paul Brown, Association Director. “SpeediShuttle’s primary business model is on-demand, shared-ride transportation services and its plan is to integrate their expertise, new technology features, and top of the line vehicles to provide world-class service. SpeediShuttle will also integrate many of the current Kapalua Resort Shuttle employees into its operations to ensure a smooth transition and a familiar friendly face behind the wheel.”

SpeediShuttle, a Hawaiian limited liability company is locally owned by Cecil Morton. SpeediShuttle was founded in June 1999 and commenced operating in November 1999 after purchasing, merging, and restructuring two Maui based competitors in the airport shuttle business. SpeediShuttle expanded to become and remains the only airport shuttle company that operates on the islands of Maui, the Big Island, Oahu, and Kauai. SpeediShuttle also recently acquired Arthur’s Limousine and will integrate additional transportation alternatives for resort residents and guests. This new acquisition will provide a full range of options, including sedan, SUV and limousine services. Cecil has been working in the ground transportation industry for over 20 years and is in his 5th term as the President of the Western Motor Tariff Bureau. Other key personnel involved with the Kapalua Resort Shuttle operation include Stacy Levin, Vice President, Sales & Marketing, and Mars Simpson,



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Director of Maui Operations. Stacy recently joined SpeediShuttle after ten years with Maui Dive Shop and Mars was with Pleasant Hawaiian Holidays for twenty years.

Kapalua Resort Association is a Hawai'i nonprofit corporation chartered in 1977. It is the master resort association whose primary functions include maintenance of the common elements of Kapalua Resort, operation of the Kapalua Resort Shuttle service, and protection of the resort through Kapalua Security.