



Clements'
ÉLITE TRAVEL LOUNGES



The History Clements' name

During the 1920's and through to the 1970's the Clements family of Eastman, Georgia was recognized as one of the leading grocery providers for the citizens of middle Georgia. The family built and operated a number of regional grocery stores and auto service stations with its primary emphases being customer service.

The expectations for customer service also carried through with other business within the middle Georgia region. In the late 1930's Mr. Williamson S. Stuckey, Sr, friend of the Clements family, began launching the famous Stuckey's family candy empire from its home base of Eastman, Georgia.

It is this local sense of putting customers first and exporting good ol' fashion "Southern Hospitality" that allowed Stuckey's to expand to over 350 roadside travel stores and that allowed the Clements' family to operate multiple grocery stores and auto service centers throughout middle Georgia for over 50 years.



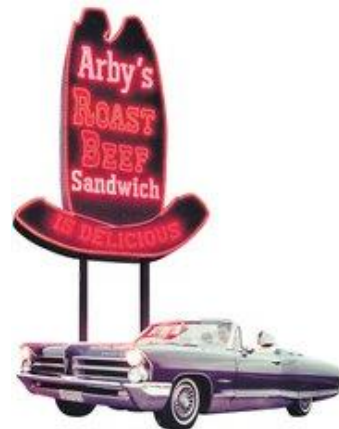
So many people fly everywhere these days that you might think the classic American road trip is a thing of the past. This is not actually the case. While it does seem that the "On the Road" experience of getting a car and just going for the sake of going is in decline, the statistics (and the number of cars all around you on the roads) prove that more Americans than ever are taking to the roads for vacations and family visits, albeit apparently for more frequent but shorter trips. And frankly, with airline customer care unquestionably in decline, many Americans would rather drive than fly.

Stats aside, there is no denying that the lure of the road is undeniable and probably eternal; it almost seems embedded in the makeup of America's DNA. This is even truer for some folks such as "baby boomers" and many empty nesters. There is a richness to traversing across the American landscape an inch at a time that is absent from the experience of climbing into a metal canister and climbing out at your destination.

America has a tradition of quirky roadside stops. In California, Pea Soup Andersen's, north of Santa Barbara, has been beckoning drivers to pause for big bowls of split-pea soup for more than 85 years. In the Midwest, the Iowa 80 truck stop claims to be the king of all 18-wheeler hangouts—and sports a barbershop, movie theater and dental clinic. Near the boundary between the Carolinas, a rest stop called South of the Border entices travelers with a 200-foot sombrero tower and a mustachioed mascot named Pedro.



During the yesteryears the experience of the journey could almost as exciting as getting to the final destination. Many of recall the excited anticipation of the Stuckey's Road Signs and the appeal of finding a Davis Brother's Cafeteria, the mental contemplation over which flavor of shake to order at Shoney's Big Boys, or the awe of staring up at the big hat on the Arby's road sign.



The marketability of roadside travel experience is not new in concept. At the height of its day Stuckey's had over 350 stores dotted along major route from the Atlantic to the Pacific. If you're of an age to remember tourist camps, Burma Shave signs, and two-lane blacktops — or even gas lines, Pintos, and crackling AM radio — chances are you remember the sprawling Stuckey's empire: A venerable roadside oasis weary travelers looking for a break from the white lines of the interstate highways— and a heaven of souvenirs, cold drinks, hot snacks, and pecan candy — marked by the pitched roof and teal blue shingles.

Few can forget the pecan divinity, flavored pecans, and most of all the celebrated Stuckey's Pecan Log Roll, a heavenly inspired creation of Mrs. Ethel Stuckey herself? Based on a secret mix of powdered sugar, white molasses, and roasted nuts, that mouth-watering miracle of fluffy white sweetness covered in its own deep coating of crushed select pecans became the soul and spirit of the store and the number one reason for families to stop... well, along with using the restrooms, gassing up the car, sitting down a spell for a quick meal, and ordering custom made ice cream float, of course.

From the late 30's to the early 70's, the teal blue roof was as much a part of the famous then as the golden arches are today. Moreover, the Stuckey's brand of southern hospitality, friendly service, and quality goods was all part of the traveling experience.





In recent years interstate stores called Buc'ees have emerged as a successful market provider of roadside experiences throughout central Texas.

Buc-ee's is a 26-store chain whose cartoony mascot is a bucktoothed beaver wearing a baseball cap. The stores stock munchies ranging from pickled quail eggs and chickens stuffed with crawfish jambalaya to trademarked caramel-coated corn puffs known as Beaver Nuggets. Buc'ees realized that the traveling public would drive a little farther for the promise of a super-scrubbed restroom,

after his decision to splurge on bathrooms won Buc-ee's a cult following. Moreover, the company has been successful in capitalizing on its cult like status with followers willing to pay a premium for consumables and merchandise in exchange for a safe, clean, consumer oriented roadside experience.





Although the likes of Buc' ees has great mass market appeal to the typical family traveler and is defiantly a great advancement from the types of roadside facilities that the traveling public has been forced to accept over the years, in our judgment more can be done to make specialized roadside accommodations for a more upscale market segment.

Travelers with more upscale taste and sophistication who desire healthy food options, a more secure environment, and who normally demand a higher sense customer service then the average traveler have little options but to feel they are sacrificing throughout the whole roadside traveling experience.

It is for this market segment that the concept for the Clements' Elite Travel Lounges was born. The CETL concept brings together an upscale roadside facility that emphasizes extraordinary guest care in an environment combines upscale with a nostalgic feel. CETL facilities are boutique sized facilities designed to cater to a limited number of guests who are accustomed to commanding a certain level of service in their everyday lives. Price points at our facilities will be above market norms; but, clients will have options such as valet fueling, full service fueling, alternative fuel refiling/charging ports, healthy food menus, and internet & printing lounges.



Target Market Demographics:

Financially: Mid-to high net worth guests traveling with no or older kids
Travel Assets: Guests that would typically travel in luxury automobiles
Guests traveling with higher-end motor coaches
Age: 50+ Years of Age



Architectural Design: A mix of upper-end rich style finishes mixed with a nostalgic flare and feel.



Restaurant:

Quick dining that caters to mainly fresh health dieting choices in a non-fast food feeling environment.



Consumables that include:

High-end attended coffee bar

High-end snack foods

High-end and basic soft drinks

Fresh pastries cooked onsite



Fuel Stations:

7AM to 11PM full-service fueling stations with attendants

- Clean the windows
- Check and recommend oil,
- Check tire pressure, and
- Fill washer fluid.

7AM to 11PM Valet Fueling stations

- Allows Driver to leave the vehicle with Valet
- Valet will perform full-service fueling service
- Vehicle will be returned to an assigned spot for driver,

Limited Self Service Pumps (mainly for afterhours operations)

Limited Number of Motor Coach Accessible Pumps



Relaxed Atmosphere with:



“Coffee Shop” styled lounge area

Typical drink coolers will be replaced with chest type containers and coffee shop styled display cases

Snack display cases will be smaller and most will be lower than typical display cases.

Fresh fruit cases will be featured

Fresh “by the pound” snack cases (Wholefood’s style) will be featured.

Soft background music during all operating hours

Emphases on clean facilities and well maintained restrooms

Full-time onsite plain cloths security

Well-trained staff with emphases “Southern Hospitality”



Core Marketing :

Full Service Fuel Stations

Valet Fuel Service

Hospitality

Catering to High-end guest is the number one marketing objective

Develop of market rewards and partnerships with organizations such as:

- Hilton
- Marriott
- Delta
- National Car Rental
- Tesla
- Mercedes Benz
- Lexus
- BMW
- Marchi Mobile
- Alternative Fuel Providers



Mercedes-Benz



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