

(c. 201,500)

Hybrid limo not a stretch for Brighton co.

By EVA WOLCHOVER

In our suddenly environmentally aware world, even that pinnacle of conspicuous consumption — the chauffeur-driven car — cannot escape carbon-footprint scrutiny.

Ladies and gents, meet the hybrid limo.

Commonwealth Worldwide Chauffeured Transportation in Brighton recently added a fully loaded black Toyota Prius hybrid to its fleet of Benzes, Lincoln Town Cars and stretches, with plans to add at least a half-dozen more hybrids by early September.

Dawson Rutter, company founder and president, purchased the Prius in early July after a Hollywood studio requested hybrids exclusively for use during a Boston visit.

Rutter said he had to rent the cars from dealers — no small task — and realized it was in the company's best interest to update his fleet.

"That put the bug in my head,"



STAFF PHOTO BY TED FITZGERALD

YOUR CHARIOT AWAITS: Driver Mohammed Pervez shows off Commonwealth Worldwide Chauffeured Transportation's new Prius.

said Rutter.

"As a progressive company, we should get ahead of the hybrid wave."

As a result, Rutter said, his is

the first luxury car service in the country to provide environmentally choosy customers with the eco-friendly car of their dreams — the Prius.