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DFW Elite Auto Rental.com Celebrates One-Year Anniversary

Expanded Fleet, Elite Car Club and Exclusive 'Drive Your Dream' Tours Are Among First Year's Accomplishments

/24-7PressRelease/ - DALLAS, TX, May 17, 2007 - It may be just one year old, but there were no baby steps for [DFW Elite Auto Rental.com](#) this year. Instead, the luxury car rental business roared out of the garage on June 1, 2006 - and hasn't slowed down since, with 50+ vehicles now in the showroom.

"We knew that there were a lot of people who wanted to enjoy the experience of driving luxury automobiles without the hassles of ownership," said [Ron Sturgeon](#), owner of [DFW Elite Auto Rental.com](#). "We knew that a business like this would do well - we just didn't know it would do so well so quickly." Sturgeon has demonstrated the staying power needed to start such a business. He got his Texas Automobile Dealer's License 30 years ago just a few miles from his current location.

During year one, [DFW Elite Auto Rental.com](#) expanded its fleet from about 40 to more than 55 luxury and exotic autos. New additions have included everything from the coveted [Aston Martin V8 Vantage](#) to a stunning red 2006 [Dodge Viper SR10 Convertible](#) and from armored vehicles to a breathtaking [1986 Rolls-Royce Corniche Convertible](#). As the fleet has grown, so has the buzz about this unique [Fort Worth-based company](#). In their May cover story, [D Magazine](#) selected renting a convertible from DFW Elite Auto Rental as the #1 coolest way to spend a summer weekend in the Metroplex.

"We've definitely gotten some attention this year," said [Sturgeon](#), whose business has also been featured on Dallas-area news programs and in newspapers and magazines including [Seventeen](#), [Men's Journal](#) and [Texas Journeys](#). "Members of the media want to bring the newest, sexiest and most fun products to the forefront for their readers - and that's what we have."

Sturgeon's ambitious original concept - to create a luxury auto rental company that offered the largest selection in the country - has been achieved, but he plans to keep right on growing. He has launched [DFW Elite Car Club.com](#), which provides members access to his fleet of luxury and [exotic cars](#), and the [DFW Drive Your Dream](#) Tours, which offer car enthusiasts the chance to drive five of the world's best cars back to back in a single fun-filled day.

"We've grown and attracted new clients," [Sturgeon](#) said. "But the reason we're here hasn't changed. We love to hear about the fun that our clients have driving our elite vehicles. Even though the experience lasts for a day or a weekend, the memories last a lifetime."

[DFW Elite Auto Rental.com](#) is headquartered at 5940 Eden in [Fort Worth](#), and serves [Houston](#), [San Antonio](#), and [Austin](#), as well as the [DFW Metroplex](#) with over 50 exotic and luxury cars, trucks and SUV's. For more information and to see a complete inventory of available vehicles, visit [dfweliteautorental.com](#), or call 817-838-RENT.