



Family outing



A Brilliant van's customized interior.



The Brilliant fleet includes customized Mercedes-Benz minivans



Richard Fertig

Sweet Chariot

Make your travel time out East efficient time courtesy of a new transportation company revolutionizing the way we get from place to place.

When Wall Street collapsed in 2009, Richard Fertig lost his job. After spending 15 successful years in finance, his search for work looked futile. "I decided to start my own company, and I had no clue as to what that would entail," he says. "I realized that in all of my travels, I never minded the plane, hotel or meals, but I felt that my time had zero value on the ground. Whether it was Sweden, Hong Kong or Manhattan, travel time in a car was completely wasted."

This line of thinking led Fertig to start Brilliant Transportation, a ground transportation firm focused on creating a travel experience that allows executives, companies and families to maximize their time. Riding together is more productive, says Fertig, arguing that doing so helps passengers cultivate a key element of business: the personal relationship.

Brilliant, which operates out of NYC, the Hamptons and Los Angeles, follows the concept of "Private Motoring." Custom-made Mercedes-Benz vans and wagons, Cadillac Escalade ESVs and a league of chauffeurs make up the fleet. The six- to 14-passenger vans feature WiFi, DirecTV, 32-inch flat-screen high-definition televisions, stowaway desks, hands-free conference calling, electrical outlets and spacious storage—the quintessential mobile office or living room. Customers range from hedge fund or real estate professionals to celebrities, musicians, royalty and "plain old families."

"In my mind, what we are doing is going back to the time when people had their own rail cars," explains Fertig. "It was a romantic era where the journey was part of the excitement."

Even the chauffeurs are handpicked for their friendly demeanor and personality. Says Fertig: "Because our customers are taking longer trips, most of them spend a significant amount of time with us. Our clients take the vehicle and chauffeur everywhere from the Hamptons to Stratton Mountain, Vermont for a weekend."

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Brilliant has done everything from corporate events with catered breakfasts to tailgate parties at Jets games. "We can stock our vehicles to your desires—if you want a specific soda or soy milk, or even an organic snack," he says. "In my opinion we're not even in the transportation business. What we are doing is creating an experience. There are a million ways you can get out to the Hamptons; we are invested in reclaiming your lost time." 537-1234; go-brilliant.com—HOLLY REICH