



## Milford limousine company takes history on the road

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MILFORD — A limousine provides a perfect venue for tranquility, leisure, romance and, at times, negotiation.

For CEOs, a town car is the on-the-road boardroom.

For high rollers, a super stretch is the mobile pre-game party.

And for prom-going Romeos, any limo is the ideal dream machine to court their teenage Juliets.

That said, in today's tough economy, a limousine company's ability to build volume is easier said than done. Higher fuel costs can provoke lower profits. And in this uncertain world with an unknown future, surviving can require a chameleon's versatility.

However, for the business savvy, a visionary strategy can turn the tide. And Rick Nashawaty Jr. and his brother Bob, the second-generation owners of Milford's Accent Limousine Service Inc., have a revolutionary game plan to do just that.

Accent Limousine's new service, Minuteman Guided Historical Tours, fuses luxury travel with customizable historical tours that can be altered while on the go.

"While other tours have particular schedules and routes, we can take the tour in a new direction, even in the moment," says Bob. "If a customer is destined for Sturbridge Village and on the way they decide they want to see Charlestown's Bunker Hill Monument, making this real time change is no problem."

Moreover, rather than be toiled around in a cumbersome, jam-packed bus, customers will sightsee in a polished limousine without the angst to "keep moving."

And finally, capping it all off, one of the company's drivers, Scott Trainor, an American Revolution aficionado, serves as the tour guide and chauffeur. He comes dressed to impress, sporting Revolutionary War garb including a tricorne hat. In addition, he carries his Brown Bess musket - unloaded - for the full effect.

The idea for the tours surfaced when Bob was on Boston's well-known Duck Tours last year. While taking in cherished landmarks, he contemplated his company's future and the stark economy.

"In 1998 to 2001, we were doing up to 131 runs a day," says Rick Jr. "After 9/11, planes were grounded so our business fell off 50 to 75 percent. In 2008, we were down to 20 to 30 runs a day. Today, we do about 50 to 60."

So, when Bob noticed his Duck Tour guide donning a jester's costume, he remembered that Trainor was a Revolutionary War buff. Upon leaving the tour, he immediately called his brother.

"When Bob came to me with the idea, I knew we had something we could build on. Scott was onboard before we could even finish explaining the idea," says Rick Jr., who, like his brother, resides in Milford.

Adds Bob, "We knew (Scott) was authentic and had this other side to him. During a brainstorming session, we fleshed out the idea."

So, flush with an entrepreneurial spirit, Accent Limousine put the show on the road.

The company dates back to the 1980s. At the time, Rick and Susan Nashawaty ran the business out of their garage while raising their three children, Rick Jr., now 33, Bob, 32, and Julie, 30.

Opportunity knocked when Massachusetts lawmakers passed harsh drunk driving legislation upping the penalty on those who dared to drive intoxicated.

The Nashawatys then noticed there were few transportation services providing a safe night out.

Thus, Rick, an automotive enthusiast, shipped back from Detroit a jet-black, six-passenger, Cadillac limousine with matching chrome fins and a boomerang TV-antenna welded to the trunk. And in 1985, Accent Limousine Service Inc. opened for business.

And, through the years, while Accent's limos were rolling along, Trainor was hitting the history books. His interest in the American Revolution was piqued after learning about his mother's family.

"My mother, Janice Brightman Trainor, has ancestors dating back to the 18th century," says Trainor, 39. "She was a fifth-generation grandchild to Thomas Brightman, a Rhode Island militiaman in 1776. Knowing that, I am proud to be a son of the American Revolution."

In addition, Trainor spent time with both parents seeing he was the youngest of eight. He often accompanied his mom, who was a nurse at a local nursing facility. Meanwhile, his father, John Lincoln Trainor, a Pearl Harbor veteran, took Trainor to Revere's Wonderland Ballroom for dinner and ballroom dancing.

On both fronts, Scott Trainor was exposed to senior citizens who had great stories to tell. So, with a finely tuned ear, he sat and listened to the romances, victories, hardships and tragedies that changed lives, built character and shaped a nation. These stories were the inspiration that set the wheels in motion to be the self-made historian he is today.

"My father gave me my love of history and my mother gave me my Yankee roots," says Trainor, who resides in Mendon.

Thus, with Trainor's passion for the past and the Nashawatys' 26 years of business experience, they banded as one, creating a dynamic mix of historical knowledge and automotive elegance.

Accent's diverse fleet makes a sophisticated statement. Lincoln Town Cars, stretches, super-stretches, Lincoln Navigators and Executive Motor Coaches are all available. Each is equipped with some combination of luxurious leather interior, tinted windows, ample luggage capacity, privacy divider, mood lighting, tinted windows, CD sound system, GPS guidance, television and DVD player.

The Accent team also supplies mints, nuts, water and soda, all provided gratis. Depending on the car, complimentary champagne is served in crystal glasses coupled with white linen napkins.

"We provide nothing but the finest in luxury transportation," says Rick Jr. "In every limousine, you'll enjoy a wide range of amenities that will make your trip enjoyable at an affordable price."

As far as prices go, that depends on your purpose and preference.

"For regular services, our prices range from \$50 per hour to \$95 per hour," says Bob. "We also offer prom and Foxwood packages ranging from \$450 to \$850. All prices depend on the vehicle. Also, our Minuteman tour guide (Trainor) can be added to any reservation for an additional \$40 per hour. Seeing prices can change, it's always best to call our office for details."

In addition to booking tours, Bob books weddings. As a wedding planner, he can also schedule tours for out-of-town guests of the bride and groom.

"Many of our brides and grooms hold their ceremonies on historic sites because the area is so rich with history and beautiful New England architecture," says Bob. "Since 1985 we've driven over 30 million miles so, chances are, we've been there before."

For customers, wedding related or not, the option to customize their tour and decide changes in real time is the quintessential point of difference.

"These tours are an oasis away from the city in your own controlled environment," says Trainor. "There are no schedules."

Recently, Trainor guided Jennie Reddie, a Scotland native, through Harvard Square, Charlestown's Navy Yard and Bunker Hill Monument.

"The tour guide was very funny and very knowledgeable," says Reddie. "I had such a great day out. What a wonderful way to see and learn about Boston."

As for the future, Rick Jr. sees endless possibilities for Minuteman Guided Historical Tours. "This will be great for our larger corporate customers. They can use the product as part of their new customer wine-and-dine sales events," he says.

Accent Limousine Service Inc. is at 48 Pond St. in Milford. To schedule transportation or a history tour, call 800-696-5466 or visit [www.accentlimo.com](http://www.accentlimo.com).

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