

Limousine

D I G E S T

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Quality Coachworks Rolls Out the Red Carpet Experience

Dominick Vitelli's new venture puts focus on customization

By Liz Hunter



Two of Quality's stretch Cadillac Escalades



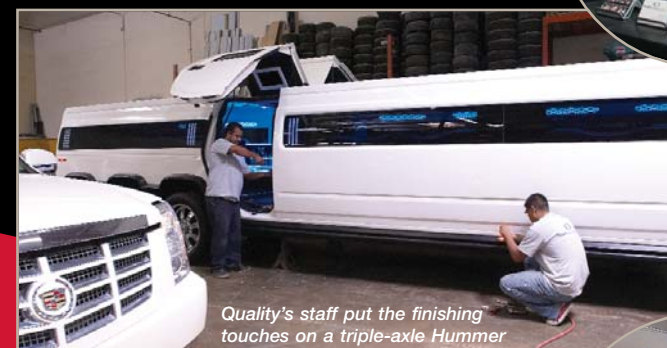
Dominick Vitelli discusses vehicle design plans with wife Brenda



Tasha McKenna, Vitelli's niece, answers the phone at Quality's headquarters in California



Rick Von Ahn checks a shipping order in the manufacturing facility



Quality's staff put the finishing touches on a triple-axle Hummer



One of Quality's unique interiors

Quality Coachworks may only be celebrating its third year in business, but Owner Dominick Vitelli is no stranger to the limousine industry. After 27 years of manufacturing and customizing vehicles, Vitelli launched his own company—located in Ontario, California—in 2008. His goal was to build the most unique and creative cars on the market that would please his clients and also feed his imagination. Vitelli believes his focus and attention to detail set Quality apart from other manufacturers, and his level of service and customer support is second to none.

Vitelli's history in the limousine industry is worth mentioning. At the age of 17, he began working at Ultra Limousine, an exotic vehicle manufacturer that most industry veterans will recall. Vitelli started sweeping the shop, then he progressed to installing wiring and working on AC units. After he quickly learned every facet of the build process and could build a vehicle by himself, he was promptly promoted to plant manager. During his time at Ultra, Vitelli worked on cars for the 1984 Olympics, Disney, CEOs, celebrities, and royalty. He was even involved with the world's longest limousine that is in the Guinness Book of World Records.

After 11 years with Ultra, Vitelli made the transition to run production at Krystal Enterprises. He settled in quickly helping to design and produce over 20,000 limousines, midsize buses, hears-

es, and high-end RVs. In 2008 though, Vitelli decided to give it a shot on his own. "I wanted to go back to my roots of being creative with the cars," he says. "I love doing the custom work, and my attention to detail is what clients want." He also lucked out when it came to selecting his staff. "So many people in our industry were unemployed during that time and we were able to pick the cream of the crop to join our team."

Quality Coachworks opened in one of the worst economic climates this country and our industry has ever seen. Vitelli admits to being a little bit worried at first. "Things hadn't hit bottom yet, but over the next few months they did," he says. "I have been very fortunate over the years to have met some amazing people in this business. When industry players heard that I had ventured out on my own my phones started to ring off the hook. I always made it a priority to go above and beyond for any client that I ever built a car for and that paid off when I started Quality. We had our first client before the doors even opened and from there, word of mouth really spread and we worked hard to make it through. There was nowhere to go but up." This positive attitude translated into increased business for the fledgling company.

"Business over the last year has been non-stop," says Vitelli. "Demand is coming from the U.S., China, Australia, Africa,

Saudi Arabia, Canada, and Korea. Currently, we have more orders coming from out of the country than in the U.S." He says one of the hottest vehicle requests right now is the short executive stretches for China, which he believes have a lot of potential in the U.S. Quality has built some eye-catching and unique vehicles since opening its doors, some of which have even been featured in our own "Stretching the Limits" section of the magazine. From a rock group's rocket ship tour bus to a party bus with a kid's playground inside and even a mobile hair salon, Quality's work runs the gamut. Vitelli recently even built a six-door Denali for a family of 10 in San Francisco because the parents were tired of driving two cars to get everyone around.

Vitelli makes sure to keep clients well informed and constantly updated throughout the build process. He says that most of the time, he is the one directly communicating with the customer from beginning to end. "Clients bring inspirational pictures from magazines or even from the inside of restaurants and say they want their vehicle to have the same look and feel," he says. "We try to please the customer and again—it's that attention to detail that sets us apart from our competition." Photos are shared weekly with clients, and the process can take anywhere from 60 to 90

days depending on the level of customization.

According to Vitelli, his management style is very hands-on. He enjoys being out in the shop, and his wife Brenda—who handles accounting, marketing, and various other duties in the company—says it's hard to get him back into the office sometimes. Vitelli jokes back saying, "She's the boss, but she lets me work on cars once in a while." The family-oriented staff of 15 includes Rick Von Ahn who is in charge of purchasing, receiving, and procurement, and Vitelli's oldest son Dominick who is responsible for Quality's social media efforts on Facebook and YouTube, as well as updating the company's website, www.qualitycoachwork.com. Vitelli's niece Tasha McKenna is also a part-time receptionist with the company. It truly is a family affair.

Vitelli loves being challenged by the ideas clients bring to him and bringing their vision to life. As the economy slowly begins to turn around, he sees the custom market increasing and becoming more common in the limousine industry. For Quality, he hopes to double in size in less than 2 years. With projects like a Rolls-Royce hearse and a Porsche Cayenne limousine, we'd say he's well on his way to achieving that goal. **LD**