



AZM Luxury Services

We manage the entire transportation experience — from planning to execution

Company Profile

الملف التعريفي للشركة

General Manager's Message

At AZM, we don't view transportation as a journey from one point to another — we see it as part of the guest experience and a reflection of the client. That's why we built a complete operating system bringing together technology, operational expertise, and our supplier network, to ensure every project is executed to the highest standard of professionalism.

Executive Summary

AZM Luxury Services is an operational partner specializing in managing and operating executive transportation and field logistics solutions, serving government entities, major corporations, conference and exhibition organizers, sporting events, and official delegations across Saudi Arabia.

AZM's operating model combines operational expertise with modern technology through an institutional operating system that manages every project phase efficiently — from needs assessment and operating-plan preparation, through resource allocation and field supervision, to reporting and performance measurement.

AZM has developed the AZM Operations platform to manage projects, trips, and operational resources, giving clients live visibility into project progress, vehicle and driver data, and trip status — reinforcing transparency and faster decision-making.

The company relies on a broad operating network covering the Kingdom's major cities, alongside a network of accredited suppliers and operating partners, enabling it to execute multi-location projects and deliver flexible solutions tailored to each project's requirements.

Who We Are

AZM Luxury Services is a Saudi company specializing in managing and operating executive transportation and field logistics solutions, offering a complete operating system that serves government entities, companies, major events, exhibitions, conferences, and official delegations, to the highest standards of quality and operational readiness.

AZM doesn't view transportation as a standalone service, but as a core part of a project's success. That's why we manage every element of the operating process within one system that integrates resources, technology, and people.

Our Story

In major projects, the real challenge isn't providing vehicles — it's managing the thousands of details that precede the first trip and continue until the last guest departs.

AZM was built on that idea, offering a different model built on institutional operation: analyzing client needs, studying the nature of the project, preparing a detailed operating plan, allocating resources, and setting contingency plans, before execution ever begins.

As the scale of projects in the Kingdom grew — hosting global events, international conferences, and major national occasions — AZM continued investing in developing its people, building a national operating network, and building its own digital operating platform.

Vision, Mission & Values

Our Vision

To be the most trusted operational partner in Saudi Arabia for managing and operating executive transportation and field logistics solutions, delivering a complete operating system that elevates the guest experience and supports the success of national and international projects.

Our Mission

To deliver complete operating solutions built on precise planning, skilled people, and digital technology, ensuring executive transportation projects are executed to the highest standards of quality, flexibility, and commitment.

Our Values

Professionalism

We follow clear operating methodologies and approved procedures that ensure execution quality at every stage of a project.

Commitment

We treat time and reliability as the foundation of any project's success, adhering to approved schedules and plans.

Quality

We work to precise operating standards that ensure consistent services and client satisfaction.

Flexibility

We adapt to operational change and respond quickly to project requirements, however complex.

Reliability

We build long-term client relationships through transparency, accountability, and follow-through.

Continuous Improvement

We invest in developing our people, technology, and operating procedures in line with global best practice.

AZM by the Numbers

Numbers that reflect real operational capability:

612 Events managed successfully

800 Operational vehicles available

700 Certified drivers & field coordinators

50,000+ Guests transported

12+ Years of operational experience

Why AZM?

Because project success begins with an operational partner who understands the details before execution. Choosing the right transportation partner for major projects isn't just about fleet size — it's about planning ability, decision-making speed, resource management, and responsiveness.

Direct Field Supervision

An operations team tracks every movement in real time until the last guest departs.

A Modern, Diverse Fleet

From luxury sedans to buses and golf carts, the right vehicle is chosen for each event's nature.

Trained, Certified Drivers

Trained in hospitality, privacy, and chauffeuring VIPs, with an appearance and conduct to match.

Round-the-Clock Readiness

24/7 support and coordination, every day of the week.

Complete Privacy & Confidentiality

Strict protocols protecting our clients' data and movements.

Reports & Transparency

Full documentation of movement and performance reports.

Your Brand, Woven Into Our Fleet & Hospitality

On request, we apply your event's identity across the vehicles and hospitality team's attire — part of the same service, not an extra one.

Our Operational Solutions

AZM provides a complete system of operating solutions meeting the needs of government entities, companies, and event organizers, through flexible services customizable to the nature of each project.

Event & Conference Transportation

Complete logistics planning for exhibition, conference, and large-event transfers, with precise scheduling and an on-site coordination team.

- Precise Scheduling — Arrival and departure times tied to the event programme, accurate to the minute.
- Multi-Size Fleets — Sedans, SUVs, vans, and buses — the mix is chosen to match attendee numbers.
- On-Site Coordination Team — Coordinators on the ground managing queues and driver-guest meeting points.
- Arrival & Departure Management — Organizing venue entry and exit points to prevent bottlenecks during peak hours.
- Real-Time Vehicle Tracking — Live monitoring of fleet locations and the status of every trip throughout the event.
- Post-Event Performance Report — Complete trip documentation and a performance summary to help plan your next event.

VIP & Delegation Transport

Strict security and confidentiality protocols, luxury executive vehicles, and coordination with relevant authorities for safe, dignified official delegation transport.

- Precise Security Protocols — Carefully planned security procedures for every transfer, from route screening to securing arrival and departure points.
- Complete Transfer Confidentiality — Full protection of our clients' data, routes, and schedules; no information circulates outside the service team.
- Luxury Executive Vehicles — Premium executive sedans and SUVs in excellent condition, chosen to match the guest's standing and delegation size.
- Drivers Trained in Protocol — Chauffeuring VIPs with a dignified appearance, strict privacy, hospitality, and official escort standards.
- Route & Motorcade Planning — Secured primary and alternate routes, and multi-vehicle motorcade arrangement for delegation transfers.
- Coordination with Relevant Authorities — Direct coordination with escorts and official bodies to ensure seamless, protocol-compliant movement.

Conference Transport Management

Complete logistics management for conference transfers: scheduling, routing, and organized arrival and departure points for attendees.

- Trip & Schedule Planning — Precise schedules linking attendee arrivals to the conference programme without conflicts or peak-hour waiting.
- Route & Arrival Point Planning — Optimal routes and organized gathering, arrival, and departure points near event venues and hotels.
- Control Room & Real-Time Monitoring — Central management tracking every vehicle and appointment on the map, intervening instantly on any change.
- Multi-Vehicle Fleet Management — Distribution and coordination of a complete bus and vehicle fleet matched to group sizes and peak movement.
- Coordination with Event Organizers — Direct integration with the organizing body, hotels, and venues to align transport with the conference programme.
- Operations Reports & Analytics — Post-event performance reports: schedule adherence, movement volumes, and metrics to improve future editions.

Event Fleet Operations

Preparing and operating dedicated event fleets with tracking systems, certified drivers, and performance reports that raise readiness and control cost.

- Dedicated Event Fleets — A vehicle mix prepared specifically for your event: buses, executive sedans, and SUVs as needed.
- Real-Time Tracking Systems — Live, minute-by-minute tracking of every vehicle on the map: location, schedule adherence, and driving behavior.
- Certified Drivers on Shifts — Trained drivers on controlled shift schedules that guarantee full operating-hour coverage without fatigue.
- Daily Maintenance & Readiness — Daily inspection, preventive maintenance, fuel, and cleaning; vehicles ready before every operating day begins.
- On-Site Operations Supervisors — Field supervision tracking daily compliance and handling any incident without disrupting the event's movement.
- Performance & Cost Reports — Periodic usage, compliance, and cost reports that reveal surplus and support operational decisions.
- Your Brand on the Vehicles — On request, we apply your event's logo or brand identity to the fleet — part of the same service, not an extra one.

Chauffeured Cars for Events

Professional drivers trained in hospitality and privacy, with luxury vehicles for executive transfers throughout your event's days.

- Professional Drivers — Trained in hospitality, protocol, and privacy, with a polished appearance and full punctuality.
- Modern Luxury Vehicles — Executive sedans and luxury SUVs in excellent condition, prepared and cleaned before every trip.
- Full Dedication per Guest — A car and driver dedicated to the guest throughout the event, familiar with their preferences and schedule.

- Flexible On-Demand Scheduling — Trips requested as needed through a single coordinator, with instant coverage for any programme change.
- Airport Pickup — Reception with a welcome sign and flight tracking, with schedules automatically adjusted for delays.
- Privacy & Confidentiality — What's said in the car stays there; strict confidentiality of conversations, schedules, and destinations.

Event & Conference Buses

Modern buses and vans fitted for efficient, comfortable transfers of delegations, staff, and groups, on tightly managed schedules.

- Modern Buses & Vans — A modern fleet in excellent condition, inspected and prepared before every operating day.
- Varied Capacities — From the executive van for small groups to full-size coaches for large delegations.
- Tightly Managed Schedules — Trips scheduled to the event programme, with careful margins for peak times.
- Certified Drivers — Safe, disciplined driving for groups, with a polished appearance and professional passenger conduct.
- Organized Boarding & Drop-Off Points — Clear gathering points near hotels and venues, with field coordination that prevents confusion and congestion.
- Trip Tracking & Monitoring — Real-time monitoring of every bus's schedule compliance, with instant intervention on any change.

Golf Carts for Events

Golf carts moving guests within large exhibition and event venues, smoothly and quickly over short distances.

- Modern Golf Carts — Comfortable carts in excellent condition and varied capacities, inspected and charged before every operating day.
- Drivers Trained on the Venue — Familiar with the venue's map and routes, driving safely and interacting courteously with guests.
- Defined Routes & Stops — Safe internal routes linking entrances, pavilions, halls, and car parks with clearly marked stopping points.
- VIP Guest Service — Dedicated carts escorting VIPs within the venue with priority and privacy.
- Daily Readiness & Maintenance — Daily charging, inspection, and cleaning ensuring every cart is ready throughout event hours.
- Operation Tied to the Programme — Cart distribution shifts with programme peaks: opening, breaks, and closing.

Traffic & Valet Management

Organizing vehicle entry and exit and valet parking service to keep guest movement seamless at event venues.

- **Entry & Exit Organization** — An entrance and exit plan with separate routes preventing bottlenecks during peak hours.
- **Valet Parking Service** — Reception and hand-off to hospitality standards, with a ticketing system guaranteeing fast retrieval.
- **Parking & Capacity Planning** — Parking distribution with carefully planned capacities, with dedicated zones for VIPs and operations.
- **Trained Field Teams** — Traffic marshals and valet drivers in matching uniforms, trained in hospitality and peak-time handling.
- **Vehicle Trust & Security** — Documented pickup and hand-off procedures and secured car parks protecting your guests' vehicles.
- **Traffic Monitoring & Reports** — Flow and wait-time tracking and operations reports that improve the following event days.

Concierge Service

A dedicated concierge team that stays with your guests and organizing staff throughout the event, handling immediate requests and coordinating everything beyond transport.

- **Dedicated Concierge Coordinator** — A single point of contact accompanying the guest or organizing team throughout the event.
- **Instant Response to Requests** — Urgent and special requests handled the moment they arise, no waiting.
- **Coordination Across All Parties** — A direct link between the guest and the transport, hotel, and organizing teams.
- **Meeting & Appointment Scheduling** — Organizing guest and staff meetings without conflicts.
- **Dedicated Reception Desk** — A clear welcome point for guests at the event or hotel entrance.
- **Coverage Throughout the Event** — Concierge presence from the first day to the final moment of the event.
- **Hospitality Attire in Your Identity** — On request, the concierge team's attire is customized with your event's colors and logo, as part of the full hospitality experience.

Long-Term Corporate Contracts

Dedicated fleets and drivers under monthly and annual contracts for companies, government entities, and hotels, with a control dashboard and live performance monitoring.

- **Dedicated Contract Fleet** — Vehicles fully dedicated to your entity for the contract term, with disciplined condition and maintenance.
- **Fixed Certified Drivers** — Dedicated drivers who learn your needs and daily schedules.
- **Flexible Monthly & Annual Contracts** — Contract options matching your usage volume and required duration.
- **Operational Control Dashboard** — Direct visibility into fleet status and trips via a dedicated dashboard.
- **Regular Performance Reports** — Usage, compliance, and cost reports supporting your entity's decisions.

- Round-the-Clock Monitoring — An operations team tracking the fleet and responding to any issue instantly.
- Your Company's Identity on the Fleet — We apply your company's logo and colors to the vehicles dedicated to your contract, so the fleet reflects your visual identity.

Protocol Management

Complete coordination of reception protocols and official precedence for VIPs and delegations, matching every guest's standing and official convention.

- Reception & Farewell Coordination — Reception and farewell programs designed around each guest's standing and the occasion's nature.
- Official Precedence Ordering — Organizing motorcades and VIP positioning according to diplomatic and official precedence rules.
- Coordination with Protocol Authorities — Direct communication with protocol departments and relevant security and diplomatic authorities.
- Ceremony & Official Event Management — Organizing opening ceremonies and official receptions according to the approved programme.
- Access Passes & Credentials — Managing access permits and ID badges for official-event guests.
- Trained Protocol Teams — Coordinators trained in diplomatic convention and the highest level of official hospitality.

Crowd Management

Planning and managing crowd movement at large-scale events, organizing entry/exit points and queues to keep attendee flow smooth and safe.

- Capacity Analysis — Studying venue capacity and expected attendee numbers to determine the right plan.
- Entry & Exit Point Planning — Distributing entry and exit gates with separate routes to prevent bottlenecks.
- Queue & Route Management — Organizing waiting lines and internal movement routes for smooth flow.
- Field Monitoring Teams — Coordinators stationed at crowd points tracking density and intervening immediately.
- Coordination with Security & Emergency Services — Direct communication with security and emergency teams for a fast response when needed.
- Density Reports & Flow Analysis — Tracking peak times and movement density to improve the plan on subsequent days.

The AZM Way — Our Methodology

At AZM, a project doesn't begin when the vehicles arrive — it begins with a clear operating methodology built on planning, execution, measurement, and continuous improvement.

01 — Needs Analysis

The project begins with client meetings to understand the project's nature, scope of work, guest movement, operating locations, timelines, and potential challenges.

- Needs analysis
- Scope of work definition
- Required-resource identification
- Risk identification

02 — Operating Plan

The operations team prepares a detailed plan covering every execution phase, resource allocation, operating schedules, and contingency plans.

- Movement plan
- Resource plan
- Driver & supervisor plan
- Contingency plan

03 — Project Preparation

Before operations begin, all operational resources are approved, and vehicle, driver, supervisor, and operations-room readiness is confirmed.

- Vehicle & driver approval
- Platform testing
- Schedule review
- Final operations briefing

04 — Field Operation

As the project begins, AZM's teams execute the operating plan, track every operation in the field, and manage any changes in real time.

- Trip operation
- Field supervision
- Movement management
- Immediate change handling

05 — Live Tracking

Every trip is tracked through the operations room and the AZM Operations platform, with status updated live and alerts issued as needed.

- Live trip tracking
- Real-time data updates
- Instant alerts

06 — Project Close-Out

After the project concludes, a final operating report is prepared covering performance indicators, execution assessment, and improvement opportunities.

- Performance report
- Execution assessment
- Lessons learned
- Improvement recommendations

AZM Operations — Digital Platform

In major projects, execution quality doesn't depend on the number of vehicles or drivers alone — it depends on the ability to manage every operating process through one unified system.

That's why AZM built AZM Operations, a complete digital operating system we run ourselves every day — connecting operations teams, supervisors, drivers, suppliers, and clients within one environment that covers everything from project assignment to financial close-out.

A Four-Stage Operating Cycle

Every project moves through four clear operating stages, from initial assignment to final closure, with a live dashboard showing costs and the field team.

Live Driver Location Tracking

Each driver receives a unique code to share their live location only during working hours, giving precise visibility into every vehicle's position during operation.

Interactive Client Portal

Clients receive a project-specific code to follow drivers live and comment directly, without needing constant contact with the operations team.

Fleet & Supplier Management

A database of every supplier, their vehicles, and daily/monthly rates, with booking requests sent and tracked directly from the platform.

Custody & Expense Tracking

Financial custody allocated per project, with invoice uploads and real-time tracking of spend against the allocation and remaining balance.

Integrated Finance & Treasury

Cash balance, client collections, driver daily-wage disbursement, and an automatic monthly profit-and-loss report.

Automated Compliance Alerts

The platform monitors supplier invoices and flags the operations team the moment a matching tax invoice is overdue.

Permissions & Field Management

Custom permissions for every user and field supervisor, with daily tracking of their tasks within each project.

Operational Excellence

Quality at AZM isn't a phase — it's a working methodology built on standardized procedures, performance measurement, and constant readiness.

Operations Room

The operational heart of every AZM project, running around the clock to track trips live and respond to any development.

- Live trip tracking
- Coordination with field supervisors
- Handling operational reports
- Daily reporting

Governance & Quality

AZM relies on standardized operating procedures, clear performance indicators, and continuous service evaluation, aimed at raising quality, achieving client satisfaction, and driving continuous improvement.

- Schedule-adherence rate
- Response time to changes
- Driver & supplier performance evaluation
- Client satisfaction rate

Risk Management

Contingency plans prepared from the planning stage — backup vehicles and drivers, alternate routes, and emergency procedures.

- Backup resources on standby
- Alternate routes
- Resources spread across multiple points
- Live operational-status tracking

Business Continuity

A complete plan ensuring project execution continues even under emergency conditions.

- Immediate contingency activation
- Resource redistribution
- Direct, continuous client contact
- Instant operational-status reporting

Fleet & Operating Network

AZM provides a diverse range of modern executive vehicles through its operating network, selected according to project nature, guest count, and trip type.

Executive Vehicles

- Mercedes S-Class
- BMW 7 Series
- Lexus LX
- Cadillac Escalade
- Chevrolet Tahoe
- Ford Taurus
- Hyundai Sonata

Group Transport

- Mercedes Sprinter
- Hyundai Staria
- Toyota Coaster
- 49-seat buses

Internal Mobility

- Golf carts for VIP movement within event venues

Operating Network

AZM relies on a complete operating network of accredited suppliers, operating partners, and field teams, enabling project execution in the Kingdom's major cities:

- Riyadh
- Jeddah
- Makkah
- Madinah
- Dammam
- Abha
- Taif
- Yanbu
- AlUla
- NEOM
- Tabuk
- Al-Baha
- Najran

Sectors We Serve

Operating requirements differ from one project to the next, so AZM has developed specialized operating models for each sector.

Government Entities

AZM supports government entities in executing their projects by managing executive transportation for official delegations, conferences, and national programs.

Conferences & Exhibitions

AZM provides a complete operating system for managing transportation at local and international conferences and exhibitions.

Sporting Events

AZM has deep experience managing transportation for sporting tournaments and mass-attendance events.

Large Corporates

AZM offers flexible operating solutions for companies that need to manage employee or guest transfers.

Hotels & Hospitality

AZM partners with hotels to deliver executive transport for guests, elevating the hospitality experience.

VIPs & Official Delegations

AZM delivers executive transport that meets the highest standards of privacy and professionalism.

National Projects

AZM supports major national projects with flexible operating solutions across the Kingdom.

Some of Our Projects

Five of our real projects where AZM managed the complete executive transportation system, with full operational numbers and detail.

Project 1 — Esports World Cup

Riyadh | Saudi Arabia · Client: Vanguard

Project Overview

The Esports World Cup is one of the largest global events hosted by Saudi Arabia, drawing thousands of participants, official delegations, media, and players from around the world — requiring a precise operating system to manage movement between airports, hotels, competition venues, and dedicated event zones.

AZM managed and operated the project's executive transportation system under a complete operating plan, aimed at delivering a flexible, secure mobility experience matching the event's scale and global significance.

Project Data

Vanguard Client

Global Sporting Event Project Type

Riyadh Execution City

8 weeks Project Duration

200 executive vehicles Vehicles

270 drivers Drivers

18 supervisors Field Supervisors

12 staff Operations Room Team

520+ guests Guests

14 hotels Hotels

22 points Operating Points

24 hours a day Operation

Scope of Work

AZM's scope of work covered every aspect of executive transportation management — from receiving guests at the airport to managing their daily transfers between hotels, competition venues, meetings, and side events.

The company also handled the operating schedules, vehicle allocation, driver management, field supervision, and coordination with the organizing committees, alongside running a central operations room to track the project's progress minute by minute.

Operational Approach

Operations began several weeks before the event launched, with an operating plan that included guest-movement analysis, resource allocation, defining departure and arrival points, and preparing alternative movement scenarios.

During the project, the operations room team tracked every trip through the AZM Operations platform, updating each trip's status live and coordinating continuously with field supervisors to ensure schedule adherence and rapid handling of any changes.

Supervision teams were also deployed across every operating location — including airports, hotels, and competition venues — to keep movement flowing smoothly and deliver a professional hospitality experience for guests.

Operational Challenges

- Multiple operating locations.
- Varying delegation schedules.
- A high volume of daily trips.
- Continuous schedule changes.
- Traffic pressure during peak periods.

AZM's Solutions

AZM applied a flexible operating plan built on real-time resource reallocation, backup vehicles and drivers on standby, and connecting every operations team to the operations room and the AZM Operations platform — enabling faster decision-making and shorter response times for any operational change.

Results

- Project executed according to the operating plan.
- Full adherence to all schedules.
- Successful management of 200+ executive vehicles.
- High flow efficiency in guest movement.
- Rapid response to operational changes.
- A professional hospitality experience maintained throughout the project.

Project 2 — WTA Finals

Riyadh | Saudi Arabia · Client: MOTUS

Project Overview

AZM operated the transportation system for the tennis tournament, managing movement for players, delegations, officials, media, and VIPs over a full month.

Project Data

MOTUS Client

Sporting Tournament Project Type

Riyadh City

30 days Project Duration

120 vehicles Vehicles

160 Drivers

12 Supervisors

8 Operations Room

230 Guests

8 Hotels

15 Operating Points

Scope of Work

- Player reception.
- Daily transport operation.
- Match-schedule management.
- VIP transfers.
- Operations room management.
- Field supervision.

Achievements

- 3,800+ trips executed.
- Full adherence to schedules.
- No significant operational issues recorded.
- Rapid response to all daily adjustments.

Project 3 — FIFA Club World Cup

Jeddah | Saudi Arabia · Client: MOTUS

Project Overview

AZM managed executive transportation operations for the delegations, guests, and participants at the tournament, delivering flexible operating solutions to meet the demands of the international event.

Project Data

MOTUS Client

80 Vehicles

110 Drivers

9 Supervisors

6 Operations Room

120 Guests

14 days Project Duration

Scope of Work

- Delegation reception.
- Transport between hotels and stadiums.
- Trip-schedule management.
- Field supervision.
- Operations center management.

Results

- Project executed without interruption.
- All trips operated successfully.
- High movement efficiency maintained throughout the tournament.

Project 4 — Future Minerals Forum

Riyadh | Saudi Arabia · Client: Esnad

Project Overview

AZM delivered executive transportation solutions for the delegations, speakers, and guests attending the conference, through a complete operating plan built around precise timing and a dense daily program.

Project Data

Esnad Client

60 Vehicles

80 Drivers

7 Supervisors

5 Operations Room

90 Guests

4 days Project Duration

Achievements

- All trips operated on schedule.
- Rapid response to adjustments.
- A professional mobility experience delivered for guests.

Project 5 — World of Dates Exhibition

Riyadh | Saudi Arabia · Client: Hawadi Company

Project Overview

AZM managed and operated the transportation system for the World of Dates exhibition, providing complete mobility solutions for exhibitors, guests, and participating delegations, while managing movement inside and outside the exhibition venue.

Project Data

Hawadi Company Client

4 days Project Duration

144 Vehicles

190 Drivers

14 Supervisors

7 Operations Room

360 Guests

18 Operating Points

Scope of Work

- Executive transport operation.
- Movement management.
- Guest reception.
- Supervision team operation.
- Trip tracking.
- Schedule management.
- Operations room management.

Results

- Project executed according to the operating plan.
- High flow efficiency in guest movement.
- Full adherence to schedules.
- Rapid handling of all operational changes.

A Final Word

In major projects... there's no room for small details. Every trip, every guest, every minute, every decision — each one can be the reason a project succeeds or falls short.

At AZM, we know that excellence isn't achieved through promises — it's achieved through readiness, discipline, and the ability to execute efficiently. That's why we continue investing in our people, our technology, and our operating methodology, to be the partner our clients rely on.

Contact Us

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