



# EDEL & STARK

OR THE ART OF DRIVING

EDEL & STARK, SYNONYMOUS WITH EXCELLENCE,  
IS AN UNRIVALLED BENCHMARK FOR ENTHUSIASTS  
OF EXCEPTIONAL CARS. BY HELENA PERDOUX-FRANCES

## SATISFIED CUSTOMERS, LOYAL CUSTOMERS

With branches in Zurich, Munich, Nice and Dubai, EDEL & STARK has built a solid reputation for luxury car hire and sports car excursions... recognisable luxury, 5-star service worthy of a palace, for all its customers. Cars are delivered all over Europe, wherever clients want them, wherever they go and wherever they leave them.

All employees are trained to provide tailor-made assistance, to pay close attention to the specific needs of the customer and to be flexible - all of which helps to raise the bar for impeccable quality. This remarkable team looks after a fleet of over 100 iconic vehicles spread across the globe. Whatever you choose - Ferrari, Lamborghini, Porsche or Aston Martin for the sports cars, Mercedes-Benz or BMW for the SUVs, not forgetting the limousines... EDEL & STARK guarantees an unforgettable experience.

## AUTOMOTIVE EXPERTISE THAT EVOKES EMOTION

Driven by Benedikt Lüchinger, a man for whom the word "service" takes on its full meaning, this company knows how to make a difference. Available 7 days a week, its teams know how to provide guests with an unforgettable experience in complete safety and style. Swiss Deluxe Hotels, an association of the 39 best 5-star hotels in Switzerland, made no mistake in choosing EDEL & STARK as the preferred supplier for all these exceptional establishments.

Originally trained as a hotelier and always a gourmet at heart, Mr Lüchinger expanded his vision of satisfied customers by founding EDEL & STARK in 2011, where he serves as Chief Financial Officer. Between 2013 and 2017, this company flourished and since the opening of the Dubai branch in 2017, Benedikt Lüchinger has been its CEO.







**A HERITAGE OF EXCELLENCE,  
A FUTURE OF INNOVATION**

EDEL & STARK is not content with its existing territory; Europe is still to be conquered. In 2024, a subsidiary will be opened in the United States, and more will follow. Each of these branches, existing or future, is a subsidiary in its own right, in that it represents the welcome, attention and customer satisfaction that are the hallmarks of EDEL & STARK.

Its development is not only territorial. Digital technology has become an integral part of its curriculum, thanks to the digitalisation of all its processes... without ever neglecting its core strength: direct, personal contact with the customer.

EDEL & STARK redefines the concept of stylish travel with its exceptional fleet, its personalised service and its commitment to perfection... an embodiment of passion.

The perfect combination of service, refinement and comfort

www.edelstark.com  
email: info@edelstark.com  
Tel: +41 62 295 15 15



**WE SOURCE NATURE  
TO RESOURCE THE FUTURE**

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