ChauXure Begins New Chapter in Chicago Private Transportation After More Than Two Decades of Service

ChauXure (pronounced "Show-Sure") builds on a legacy of trusted service across executive travel, major sporting events and private transportation.



ChauXure (Show-Sure) Logo

CHICAGO, IL, UNITED STATES, September 11, 2026 / EINPresswire.com/ -- ChauXure (pronounced "Show-Sure"), formerly known as DeElegance, has launched its new brand as the longtime Chicago private car and limousine company enters its next phase of growth.

Founded in the late 1990s by Marie Guyton, ChauXure has built its reputation through decades of private chauffeured transportation for executives, corporate travelers, airport passengers, groups and major events throughout Chicago and beyond.

The company's history includes transportation service surrounding some of the country's highest-profile sporting events, including the Super Bowl, NFL Draft, All-Star events, Kentucky Derby, Indianapolis 500 and PGA Tour events. That experience has given ChauXure extensive familiarity with demanding schedules, high-volume travel periods, VIP movements and transportation logistics where timing and consistency are critical.

Today, ChauXure operates Lincoln Navigators and executive Mercedes Sprinters while expanding its relationships with corporate travel teams, hotels, event professionals, private aviation providers and national transportation affiliates. The company also provides regional and multi-city service throughout Illinois, Indiana, Wisconsin and Michigan, with extended interstate transportation available by request.

"Trust is the resume," said Marie Guyton, Founder of ChauXure. "You can have the right vehicle and still get the experience wrong. Our clients have trusted us for decades because they know

we understand what is at stake when they put someone in our care. That responsibility has always mattered to us.”
The ChauXure rebrand reflects an evolution of the business rather than a new beginning. The company is building on its established history while expanding fleet capacity, operations and partnerships across the Chicagoland market.

About ChauXure
ChauXure is a Black-owned, veteran-owned and woman-owned private car, limousine and chauffeured transportation company serving Chicagoland and surrounding markets since the late 1990s. Services include airport transfers, executive transportation, corporate travel, conventions, weddings, private aviation transfers, executive Sprinter service, sporting and special events and regional and multi-city transportation.

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