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Birmingham designated drivers get you home safe

By Chris Kucharski
Free Press Staff Writer

Business: The Designate, 233 Pierce, Birmingham.

Owner: Tom Proctor, 48, of Bloomfield Township.

Background: The company started in March and currently operates in Wayne, Oakland and Macomb counties. Proctor and a buddy came up with the concept of a two-person driving service.

How it Works: The driving service employs two drivers per run: One drives you home in your car, while another driver follows in a second car. After dropping you and your car off in your driveway, they go on to their next assignment.

Its niche: With the holidays just around the corner, the Designate could come in handy, especially if you overindulge at a party and can't reach anybody or find a taxi to get you home.

The on-demand professional chauffeur service has insured, licensed drivers who must pass a background check that includes drug screening and twice-daily Breathalyzer tests.

Rates: Book a driver for \$25 an hour plus mileage.

Hours: The Designate operates from 5 p.m. to midnight Sunday through Tuesday, and from 5 p.m. to 3 a.m. Wednesday through Saturday.

For more information: Call 888-929-8282 or visit www.thedesignate.com.cq