



August 9th, 2007

## Cruising the SMART way Companies offer shuttle, chauffer services

Car enthusiasts who don't want to pay high gas prices only to idle it away in the bumper-to-bumper traffic associated with the Woodward Dream Cruise can still enjoy the day's events. The Suburban Mobility Authority for Regional Transportation will offer free rides along the entire Woodward route, stretching all the way from the State Fairgrounds to Pontiac, on Aug. 18 from 8:30 a.m. to 11 p.m.

A fleet of 50 wheelchair-accessible, air-conditioned buses will be on hand to transport passengers to every community along the route. People can board at any of the red SMART bus stop signs along Woodward. The buses have seats for about 45 people, as well as room for additional people to stand and hold a pole.

SMART spokesperson Beth Gibbons said that for people who don't have cruiser, the best view of Woodward is from the SMART bus. The free shuttle service has carried about 150,000 riders since it was offered at the very first Dream Cruise.

"It's been a great way for people to travel along Woodward. During that time, when it gets congested, they can take the bus and really see everything. They can see both sides of Woodward at one time, plus everybody traveling along the sides. It really becomes a big party on the bus," she said.

Gibbons said one bus will replace 45 cars on the road, and about 16,000 passengers ride the bus of the event.

In addition to the free shuttle service along Woodward SMART will offer a bypass route for those who want to avoid all the traffic. Gibbons said there is a different route and schedule, so those who are interested should call SMART customer information at (866) 962-5515 or visit [smartbus.org](http://smartbus.org).

The **Designate**, a local provider of on-call personal chauffer services based in Birmingham, is also offering services to make sure cruisers get home safely this year.

As the exclusive "Official Designated Driver" of the Woodward Dream Cruise, The Designate keeps intoxicated or tired event-goers from getting behind the wheel by having professional chauffeurs drive them home — in their own cars. If during the time the Dream Cruise someone finds themselves — for whatever



# The Designate

Changing the American Evening

reason — unable to drive, we provide oncall and reservation service where our drivers will come and drive you home in your car,” said Tom Proctor, president of The **Designate**.

Proctor said his chauffeurs work in pairs — one person to drive the patron home in the patron’s own car and the other to follow behind and pick up the chauffer after the patron and the car are dropped off at home. The chauffeur cars are equipped with GPS systems, **which allow** drivers to reach their destination points as quickly as possible from a variety of locations.

Proctor said the teams would be out and about in various locations during the Dream Cruise, near as many of the big parties and events as possible. He said their on-call service charge is based on mileage and the average run is about \$50.

“We typically respond in under30 minutes. Our goal is within 20 minutes, but a lot of it depends on when they call and where they call from,” he said. For more information about The **Designate** or to schedule a ride, call (888) 929-8282 or visit [www.TheDesignate.com](http://www.TheDesignate.com).