



Transportation

Starting a Limousine Business

Dear Citizen,

So, you want to start a Luxury Limousine business? Here is what you will have to do to get it going... PLEASE TAKE THE TIME TO READ THIS ENTIRE LETTER CAREFULLY. IT WILL PROVIDE YOU WITH VALUABLE INFORMATION.

1. Colorado State law requires that Luxury Limousines be "qualified" by Public Utilities Commission (PUC) staff and possess certain characteristics...
 - A. It must have rear seating for at least three people.
 - B. It cannot be equipped with a taxi meter or similar device.
 - C. It cannot be marked with exterior signs or graphics other than those required by law.
 - D. It must have a television with a screen measuring at least 3 inches (diagonal measurement) when in an overhead console, or 5 inches (diagonal measurement) when in another location. The television must be in a console of some fashion that is mounted securely to the vehicle (no "Velcro", snaps, rope, etc.) Good ideas for mounting the console include bolting it into the floorboard or a ceiling-mount television that can be found at several electronics stores throughout the metro area. The television cannot be located where the driver can view the screen or operate the controls without leaving the driver's seat.
 - E. It must have a telephone that is accessible to the customer at all times and is capable of making and receiving phone calls. Any cellular phone will suffice. An intercom system does not suffice. Each vehicle needs to have a phone assigned to it.
 - F. It must have beverages and beverage service amenities including, but not limited to, cup-holders and glasses and a container for ice inside a console which is securely attached to the vehicle and in the passenger compartment. In sedans, many people opt to put these amenities on the deck that is located behind the rear passenger seats.
 - G. The vehicle must be registered in the State of Colorado unless out-of-state registration is prorated for Colorado.
 - H. Finally, the vehicle must fit into one of the following categories:
 - i. A "Stretched Limousine"
 - ii. An "Executive Sedan" (this can be either a luxury sedan or sports utility vehicle, but it must be full-size with four doors and hold at least six passengers, including the driver.)
 - iii. An "Executive Van" (must have rear seating for seven or more people)
 - iv. A vehicle which does not fit into one of the above categories may be "qualified" in the category of "Luxury Vehicle" if it:
 - a. Seats six or less including the driver, and
 - b. Has a current retail value of over \$50,000 and was purchased new during the same year you are trying to get it "qualified".
 - v. A vehicle which does not fit into one of the above categories may be "qualified" in the category of "Discretionary Vehicle" if it:
 - a. Seats six or less including the driver, and
 - b. Had an original manufacturer's suggested retail price of over \$50,000.

Note: In the categories of "Luxury Vehicle" and "Discretionary Vehicle" the burden of proof regarding meeting these qualifications falls upon the applicant.

In the event that a vehicle does not meet the qualifications required for Luxury Limousines, there is a process by which an applicant can apply for a waiver, however, in these instances, the process can become both burdensome and time-consuming, so be prepared.

2. After you get your vehicle, you will want to register either a Trade Name (if you want to do business as a sole proprietor or partnership) with the Department of Revenue (303) 894-2251, or file Articles of Incorporation (if you want to do business as a Corporation) with the Secretary of State (303) 232-2416.

3. You will need to obtain an insurance policy for your business which must be kept in force at all times. The amount of insurance required depends on the size of your vehicle(s).

A. If your vehicle was designed to carry 15 passengers or less (including the driver) you will need \$1,000,000 of Single-Limit-Liability coverage.

B. If your vehicle was designed to carry 16-32 passengers (including the driver) you will need \$1,500,000 of Single-Limit-Liability coverage.

C. Vehicles designed to carry 33 passengers or more (including the driver) will be registered as Charter Buses due to federal pre-emptions, and will require \$5,000,000 of Single-Limit-Liability coverage.

D. You will be required to supply a "NARUC form E" to the PUC before your registration can be processed. Your insurance company can fax this to the PUC at (303) 894-2071, or mail it to our office. You can also hand-deliver this form to us at the time of your registration. It is very important that the name listed on your "NARUC Form E" matches exactly with the name on your Certificate of Trade Name or Articles of Incorporation. If there are discrepancies, your registration cannot be processed.

4. You will be required to fill out an Application for Registration as a Motor Vehicle Carrier Exempt from Regulation as a Public Utility. The information you provide on your application must also match exactly with information supplied on the "NARUC Form E" This can be obtained either at our office located at 1560 Broadway, Suite 250, in Denver, or can be found online at the following link: www.dora.state.co.us/puc/trans/appls/art16all.pdf

"Exempt" means you are not subject to economic regulations (we cannot tell you what you can charge for your services). You will still be subject to operational requirements both as defined by Title 40, Article 16 of the Colorado Revised Statutes and by rules promulgated by the PUC. You will also be subject to the "Federal Motor Carrier Safety Regulations" (FMCSR's) as adopted by the PUC. It is in your best interest to become familiar with all applicable rules and regulations which apply to your company, as non-compliance can lead to stiff penalties. PUC staff can provide you with our rules at anytime. Staff can also tell you where you can purchase your own copy of the FMCSR's.

5. After you have completed all of the other required obligations, you should call (303) 894-2848 to schedule an appointment for an investigator to "qualify" your vehicle. A safety inspection will also be conducted at this time. You should have your driver's license, D.O.T. medical card, vehicle registration, and proof of insurance information for the vehicle at this time. After a successful qualification of the vehicle, you must then pay a \$5.00 fee per vehicle. You will then be issued a letter of registration containing your registration number.

6. For information regarding "AVI" tags, call the staff of Ground Transportation at Denver International Airport (DIA) at (303) 342-4060. DIA is owned and operated by the City and County of Denver and is not affiliated with the PUC.

7. If you plan to provide point-to-point service (that is service which both originates and terminates) within the City and County of Denver you are required to obtain a HERDIC license. This is a supplement to your driver's license. Information regarding this license can be obtained by contacting Denver Excise and License at (720) 865-2740.



1560 Broadway, Suite 250, Denver, CO 80202
(303) 894-2000 - General Issues Phone
(800) 888-0170 - General Issues Toll Free

(303) 894-2070 - Consumer Issues Phone
(800) 456-0858 - Consumer Issues Toll Free
Complaints E-Mail
(303) 894-2065 - General Fax
(303) 894-2071 - Transportation Fax
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