

A-2014-2456682

PUC Docket No

Daniel Benjamin Ingle

Legal Name of Applicant

3223 Brereton St (Apt. B)

Pittsburgh, PA 15219

Street Address (principal place of business)

1 Identify Of The Applicant.

My name is Daniel Benjamin Ingle, and I am the person who filed the limousine application with the Pennsylvania Public Utility Commission ("Commission") at Docket No. A-2014-2456682. I am the sole owner of my limousine business and, initially, the sole operator or driver of the vehicle that I plan to use to start up a luxury car service upon my application being granted by the Commission.

2. Applicant Has No Affiliation with Other Certificated Carriers.

I, Daniel Benjamin Ingle, have no affiliation with any other motor carrier in the state of Pennsylvania, including any carrier certificated by the Commission.

3. Description of Applicant's Business Experience.

I was introduced to the luxury limousine industry in the Pittsburgh area when I began working as a doorman at a four star hotel in the heart of the downtown area. During the term that I worked at

the hotel, I became acquainted with many professional drivers who provide limousine service. One particular driver, who was an owner and operator, began to expand beyond what he could handle. Realizing the potential in the growth of his business, I entered into a business agreement with him whereby I drove a 2007 Cadillac DTS that was titled in his name and provided limousine service between points in Allegheny County pursuant to his PUC Authority. As the business grew and the owner added more cars to his fleet, I took on more responsibility. I was responsible for all of the administrative functions of the business. This included answering incoming calls, scheduling appointments, hiring drivers, training drivers, reaching out to hotel personnel to expand business, taking payments, and precise logistic scheduling to minimize gasoline costs and downtime hours for drivers.

With my assistance, the company expanded from a one man, one limousine operation to a ten limousine fleet with six full time employees. I worked in this operation for approximately 2 years.

4. Description of Business Facility, Office Operations and Communications Network.

The physical location of my business will be at my residence, which is located at 3223 Brereton St. Apt. B, Pittsburgh, PA 15219. All of the administration of my business will be conducted at this location, and the office equipment that I will have there will include a copier, fax machine and computer to conduct business. Service will be provided to the public on an as-needed basis with service being available 7 days a week, 24 hours a day. I will carry my cell phone with me to answer incoming calls from customers and, if I am not available, my cell phone has voicemail capability so that I can return customer calls.

In starting up my operation, I anticipate that I will be the only driver. However, if my business grows and if a customer requests service at a time when I am not available, I am familiar with a number of professional limousine drivers whom I may call upon to chauffeur a customer. Any driver that I assign to a trip will be required to have a cell phone on him or her at all times so that I can communicate with him or her in the event that there is any change in the customer's request for service or if there is any emergency that needs my attention.

Besides communicating with customers by cell phone, I also intend to set up a website and to communicate with potential customers and existing customers by means of email and facsimile, depending upon the circumstances.

At my residence, there is a designated, secure parking spot in a fenced in parking lot where my limousine will be parked when not in service.

5. Staffing of Applicant's Operations

My business plan for the start up of my operations is that I will be the sole person who will manage my operations. I believe this is possible because I have experience in doing that when I was the manager for the owner of the limousine company that I previously worked for. In addition, I have intentionally limited the scope of this application so as to provide service only from and to points within Allegheny

County, which will make my operations much more manageable than if I were going to try and provide service from and to points in other counties in Southwestern Pennsylvania.

6. Driver Personnel and Training Program.

Until the demand for my limousine service expands, I intend to start operating as the sole driver for my limousine customers. As a brand new company, I want to develop a solid business base and minimize my operating expenses, and I believe that my plan to be the sole driver is an effective means of doing that. By focusing my marketing and service to points within only Allegheny County, this will make it more feasible to gradually develop my business and customer base to a point where I will be in a position to purchase one or more vehicles and hire other drivers to operate those vehicles. As set forth below, I plan to have in place a rigorous system for vetting and screening applicants for driver positions before they are hired as drivers.

A. I intend to be an Equal Opportunity Employer and will comply with all laws and regulations that prohibit unlawful discrimination of any and every kind.

B. As a requirement for applying for a job as a driver, candidates must agree to a background check through the Pennsylvania State Police. Each driver must sign an agreement that any traffic or criminal violation that is not reported to me will result in termination. This is of course if the violation would occur after the initial background check. Criminal background checks of all drivers will be conducted at least once every 2 years.

C. My driver training program will include a written test where the applicant must recall certain directions to key locations of business without the use of a map or GPS. Also drivers will be taught the proper and safe method to change a flat tire. The driver training program will include each driver riding in the front seat with either myself or another veteran driver for a minimum of 10 trips, and be accompanied by a veteran driver or myself during his or her first 5 scheduled trips. After the initial 15 trip training program, the driver will be expected to operate alone.

D. Each driver that I utilize will be registered with the insurance company, which will check the driver's license to be certain that the driver's license is not suspended and that there are no serious violations on the driver's record that would raise a question as to the driver's ability to operate a vehicle safely and in a lawful manner.

E. Applicants for the position of driver will acknowledge and sign an agreement consenting to criminal background checks at least once every 2 years.

F. I have a zero tolerance for alcohol and drug use by any driver. Before a driver is hired, a driver will be required to pass a drug and alcohol test.

7. Limousine Equipment.

I have found a vehicle that meets the requirements to qualify as a limousine under the Commission's regulations, and I am in the process of purchasing this luxury vehicle, which is a 2013 Mercedes-Benz, Model E350, and it seats: 5 passengers including the driver. Its Vehicle Identification Number is WDDHF8JB8DA757833

8. Vehicle safety program.

A. Periodic maintenance plan

In the Limousine business maintenance of each limousine is of the utmost importance, and I plan to vigorously follow the manufacturers scheduled maintenance program, including, but not limited to, the following: oil changes every 4,000 miles and new tires, every 20-30,000 miles.

With every oil change, there will be an inspection of the vehicle's brakes, rotors, calipers, bearings, and battery strength.

.B. All vehicles when purchased will have less than 100,000 miles, and no vehicle will be operated when it has in excess of 350,000 miles.

C. Every vehicle will have a wheel base of at least 109 inches, heating and air conditioning, leather upholstery, and power windows. The Mercedes-Benz I am purchasing has these features and a number of other amenities.

9. Insurance .

I am dealing with Quinn at Andrew Rodger's Insurance for purposes of obtaining a quote for the premium to have the required evidence of insurance on file with the Commission. The telephone number for Rodger's Insurance Agency is 412-922-1651. Although I do not have a fixed quote for the cost of my insurance premium as of yet, I am generally familiar with insurance premiums, based upon my previous experience in managing a limousine operation, and I do not anticipate a problem in paying the insurance premiums.

10. No Criminal Record.

I have never been convicted of either a misdemeanor or felony, and I am not subject to supervision by a court or correctional institution.

11. Financial Information.

I am only 24 years old, and I have not yet acquired a lot of assets. However, I have a steady job which will provide me with a source of funds to cover my business expenses. My net monthly income is \$2,100. Currently I have approximately \$16,500 saved. Also, I have a credit line of \$10,500 of which only \$197 is used. I went to college and, because of school loans, my net worth is limited. I plan to continue working at my job until my limousine business grows to a point where I am comfortable with the cash flow and income stream from my limousine operations to quit my job and devote full time to managing and marketing my limousine operations.

Attached hereto is a Statement of Financial Position as of February 26, 2015. With my savings of \$16,500 and my unused line of credit of \$10,303, I have a total of \$26,803 at my disposal to fund the start up of my limousine operations. I believe that this is more than adequate based upon my conservative business plan.

Daniel Benjamin Ingle
Statement of Financial Position (Balance Sheet)
As of (date) February 26, 2015

ASSETS

Current Assets			
Cash	\$16,493		
Accounts Receivable			
Notes Receivable			
Other Current Assets (specify)			
Total Current Assets			\$16,493
Tangible Assets			
Motor Vehicle Equipment – 2005 Mazda 6	\$7,000		
Less: Accumulated Depreciation			
-			=
Building and Structures			
Less: Accumulated Depreciation			
-			=
Office Equipment			
Less: Accumulated Depreciation			
-			=
Land			
Investments and Funds (specify) - Stock			\$966
Intangible Assets			
Other Assets (advances and idle equipment – specify) – (Household Goods and Electronics)			\$10,000
TOTAL ASSETS			\$34,459

LIABILITIES

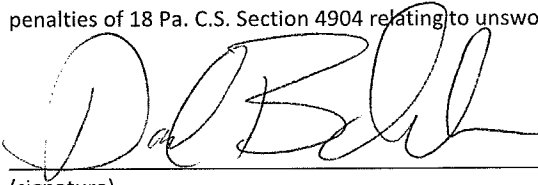
Current Liabilities (Due within one year of date)			
Accounts Payable – School Loans	\$3,492		
Credit Card Debt	\$400		
Equipment Obligations			
Other Liabilities (Attach schedule)			
Total Current Liabilities			\$3,892
Long Term Liabilities (Due after one year of date)			
Accounts Payable – School Loans	\$14,448		
Credit Card Debt	\$997		
Equipment Obligations			
Other Liabilities (Attach Schedule)			
Total Long Term Liabilities			\$15,445
TOTAL LIABILITIES			\$19,337

NET WORTH (Partnerships and individuals, only) \$15,122

<u>OWNER'S EQUITY</u> (Corporations only)			
Capital Stock			
Additional Paid-in Capital			
Retained Earnings			
Less: Treasury Stock			=
Total Owner's Equity			
<i>TOTAL LIABILITIES & OWNER'S EQUITY</i>			\$34,459

VERIFICATION OF STATEMENT

The undersigned deposes and says that he/she is authorized to and does make this verification and that the facts set forth in the foregoing Statement are true and correct to the best of his/her knowledge, information, and belief. The undersigned understands that false statements herein are made subject to penalties of 18 Pa. C.S. Section 4904 relating to unsworn falsification to authorities.



(signature)

3-2-2015

(Date)

Daniel Benjamin Ingle, Sole Proprietor

(Name and Title, printed or typed)