



# DriveDenver

## ELEVATING EVERY JOURNEY, ONE RELATIONSHIP AT A TIME

What began as a “retirement gig” has grown into one of Denver’s most trusted private transportation services - built not on apps or algorithms, but on relationships, reliability, and heart.

Founded in 2018 by Pete and Deb Scifo, **DriveDenver** is a Colorado-based concierge car service offering premium, stress-free transportation throughout the Denver metro. From early-morning airport runs to Red Rocks concerts, Broncos games, ski trips, school dances, and family outings, DriveDenver provides safe, dependable rides tailored to busy families, professionals, and visitors alike.

Pete and Deb, native Coloradans with more than 80 combined years of business and service experience, never set out to build just another car service. Instead, they created something personal, familiar, and distinctly Colorado.

### FROM RETIREMENT IDEA TO RAPID GROWTH

Pete’s journey into transportation began with a simple question: *What’s next?* After a long career in business and consulting, he imagined retirement would include flipping burgers and playing golf. Deb

quickly realized that wouldn’t keep Pete fulfilled for long.

While attending a niece’s graduation in Arizona, Pete struck up a conversation with an Uber driver who spoke enthusiastically about the job. Intrigued, Pete signed up with Uber back in Colorado - not as a shortcut, but as research. Over four years, he completed more than 10,000 rides, learning the business from the inside out. His conclusion was clear: this service could be done better!

Passengers wanted a more premium, personal experience - drivers who knew their names, tracked flights, helped with luggage, and arrived early. Many asked, “Can I just call you next time?” While that wasn’t ethically possible, it confirmed a strong unmet need. With just five initial clients, Pete launched DriveDenver, and growth followed quickly. The company expanded 500% in its first year, fueled entirely by referrals.

During COVID, when much public transportation shut down, DriveDenver became an essential service. The following year brought another 300% growth. Pete’s daughter joined the team, followed by nephews, and more vehicles - including Escalades - were added. Mountain trips, ski transport, and specialty rides followed. Deb, who had been running her own businesses, stepped in to manage accounting and marketing, helping scale operations while preserving the company’s personal touch.

### A CONCIERGE COLORADO EXPERIENCE

What truly sets DriveDenver apart is its culture: “Colorado casual, but premium rides.” Their promise is simple - *“You don’t wait for us. We wait for you.”*

Drivers are recognizable by their signature red jackets, waiting at Level 5 before passengers even step outside DIA. Flights are tracked in real time,



they have raised seven children and now enjoy 13 grandchildren, ranging from age 6 to 29, spread coast to coast. Weekly check-ins, shared traditions, and family gatherings centered around food keep them closely connected.

Community service is equally important. DriveDenver proudly supports **The Market at St. Andrew’s United Methodist Church** in Littleton, serving as a platinum sponsor of its Annual Golf Classic and Back-to-School Drive. These efforts provide families with food, school supplies, haircuts, shoes, and dignity when they need it most.

That commitment shows up everywhere - from 3 a.m. airport pickups to helping anxious travelers and families with young children. For Pete and Deb, DriveDenver isn’t just transportation - it’s a lifestyle rooted in care, connection, and community.

communication is constant, and drivers don’t hesitate to go inside the airport to locate clients if needed.

Most clients use DriveDenver six to ten times per year, while business travelers often rely on it weekly. Families trust DriveDenver with what matters most - their kids. From school dances and soccer practices to college pickups and family outings, DriveDenver positions itself as a trusted family partner. Despite the concierge-level service, many are surprised by how economical it can be, especially when costs are shared among families or groups.

### BUILT ON TRUST, SAFETY, AND STANDARDS

DriveDenver works exclusively with vetted drivers who have at least seven years of professional experience. Each

driver undergoes background checks, motor vehicle reports, vehicle inspections, and ride-alongs. All are fully insured and registered with the Public Utilities Commission (PUC) - a standard Pete and Deb strongly encourage residents to verify with any transportation service, especially when minors are involved.

DriveDenver also partners with trusted providers for specialty needs, including ADA-compliant transportation, party buses, and event shuttles, handling all logistics so clients don’t have to.

### FAMILY, FAITH, AND COMMUNITY

Pete and Deb lead a large, blended Italian family that mirrors the values behind their business. Deb is a fifth-generation Coloradan, and Pete has lived in Colorado since the age of five. Together,

To learn more or book a ride, visit [drivedenvercarservice.com](http://drivedenvercarservice.com) or call 303.717.8113 and experience what it truly means to elevate your journey.

