

B

Inside:

- Births/B2
- Entertainment/B3



BUSINESS



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Go 4 It Services

Louisville Business is 4 Fast 4 Furious

By Ryan Want
Colorado Hometown
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Michael Pettiford's office displays the popular poster "Justification for Higher Education" that shows a garage full of expensive cars.

Though many have the same picture, few have a driveway that looks like Michael Pettiford's — lined with decal-laden performance cars.

Pettiford started Go 4 It services 22 years ago in offering everything from basic driver's education to high-end instruction and professional certifications.

In addition, Pettiford races both cars and motorcycles professionally.

"We're just trying to help people not get killed or have accidents in cars, motorcycles and buses. We have a system to do it, if you give us long enough we can teach it to you and it will work for you like it's worked for me," Pettiford said. "I've been racing motorcycles since 1978 and never been seriously injured, and I haven't fallen down in a race in 20 years and I set a lap record last year on my Ducati. So it's not like I'm one of the old guys who used to go fast; we go faster every year." Pettiford said that racing

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Michael Pettiford
Owner

professionally has kept him out of a lot of trouble.

"When I was a kid I had a lot of energy and did a lot of things I shouldn't have done on the street, and probably should've been killed on a daily basis, but wasn't," Pettiford said. "So, for me, rather than paying high fines and always being in court, it's better to do it on the race track where they pay me to go fast. We switched it around and turned a negative activity into a positive activity."

Go 4 It services has vehicles with cars in nearly every class. The fleet consists of Mazda Proteges, 6's and Mitatas; Pontiac Solstices; and, Chevrolet Camaros and Corvettes. Pettiford also has a good-sized collection of motorcycles with mostly Ducati 999R's, but also a few gentler bikes for beginners to learn on.

"A lot of schools will give you cars that are watered down or set up so you can't possibly get in trouble. That's not how we do it," Pettiford said. "The same car that I race and win and set a lap record in is the same car you can rent and see how fast you can be in it. Then we take you step by step to change your sequence to the correct sequence."

Pettiford says that the Corvette is their top of the line vehicle because it offers the most "bang for the buck."

"They give you the best performance, that's not even my opinion, that's provable," Pettiford said. "Though, when I'm driving a Lamborghini, it's not like I'm not loving that, because I am."

Pettiford has had the opportunity to test out the finest sports cars in the world.

"I get flown around to test different cars for manufacturers. We did a thing for Lamborghini, Ferrari, did testing for Speed Channel, I was on Speed Channel just the other day," Pettiford said. "So it has really come full circle."

Though specializing in one-on-one instruction, Go 4 It services also puts on team building seminars for companies.

"We blindfold the driver and put a co-worker in the passenger seat and have to set



By Ryan Want/Colorado Hometown Newspapers

Owner of Go 4 It Services Michael Pettiford shows off his two Pontiac Solstice race cars.

up some kind of communication system," Pettiford said. "I think it's cooler than a ropes course or falling back and having someone catch you."

Also, Pettiford and his team will do risk analysis for businesses whose drivers are having accident problems.

"We can usually find the problem and fix the problem," Pettiford said, "because it always boils down to certain elements and once you get those elements corrected, people are going to be safer."

With such a wide spectrum of services, Pettiford said the

toughest part of the job is "Keeping all the balls in the air. There's always a car that needs something, someone to call back, always more research to do, always testing. I'm never bored."

Street instruction at Go 4 It Services runs \$60 per hour for both motorcycles and cars.

"It takes about ten hours, our training is very high-level and rigorous," Pettiford said. "You don't just cruise in and say 'got it' and head out."

Instruction on an actual race track is offered for \$600 per day on a motorcycle and \$700

per day in a car.

"We have a lot of fun and we're trying to make a difference, like the commercial, trying to make the world a better place to drive, that's what we're doing person by person and we can make it happen," Pettiford said. "We're not an insurance company. We don't sell cars, but we research about them. We end up being a very knowledgeable, non-biased, if-you-want-the-truth-talk-to-us place, and those are kind of hard to find in the world today."