ARION
LUXURY TRANSPORTATION & TOURS
Because You Matter

FOR IMMEDIATE RELEASE

Arion Congratulates Jim Becker on Becoming CEO of Privé Bookings

A note of congratulations and thanks from Christal Becker, Founder, CEO & President of Arion, as Jim Becker becomes CEO of Privé Bookings.

3,314	11,798	0	68%
CLIENT TRANSFERS	PASSENGERS	ACCIDENTS	RESERVATIONS FROM RETURNING CLIENTS

DENVER, CO, OCTOBER 22, 2026

We knew it would only be a matter of time before Jim's next big adventure arrived. Today it has. Jim Becker is stepping into the role of Co-Founder and Chief Executive Officer of Privé Bookings, and everyone at Arion wants to tell him two things: congratulations, and thank you.

Jim served as Arion's Director of Operations and Client Experiences from the day we opened our doors on October 17, 2025. In that first year we completed 3,314 client transfers carrying 11,798 passengers with zero accidents, and 68 percent of our reservations now come from clients who chose to ride with us again. Those numbers belong to our whole team, and Jim's care is in every one of them.

He wrote our Driver Excellence Manual and SOP, the standard every Arion chauffeur and certified affiliate signs before their first trip. He built our certified affiliate program, so that on our busiest days a vetted local operator is ready to stand beside our own chauffeurs. He designed ridearion.com and the planning guides our clients use for airport, ski, wedding and corporate travel. Most of all, he showed us what looking after people means, from the first phone call to the last drop-off.

“Watching Jim this year reminded me why we started Arion. He works hard, he holds a high standard, and he does it with a kind heart. I am proud of him, I am grateful for him, and I can't wait to see what he builds next.”

CHRISTAL BECKER, FOUNDER, CEO & PRESIDENT, ARION, LLC

Privé Bookings is a Colorado technology company that builds booking and dispatch tools and a certified operator network for independent chauffeured transportation companies.

“Arion proved that boutique service can be delivered consistently, trip after trip. That is what I want to give every independent operator. I am thankful to Christal, to our chauffeurs and to every client who trusted us in year one.”

JIM BECKER, CO-FOUNDER & CEO, PRIVÉ BOOKINGS

To the clients who ask for Jim by name: you will still find him behind the wheel. He continues to drive for Arion as a Certified Arion Chauffeur, on an independent contract basis, and I will keep leading Arion's operations and client relationships personally. Our promise to you has not changed. Because you matter, every trip is handled with the same care Jim helped us build.

ABOUT ARION, LLC

Arion, LLC (DBA Arion Transportation and Tours) is a women-owned luxury ground transportation company founded October 17, 2025, serving Denver, Colorado's Front Range and the Rocky Mountain resort corridor. Services include airport transfers, corporate travel, weddings, concert and event transportation, and private mountain tours. Colorado PUC permit LL-04689.

MEDIA CONTACT

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