



GoCar Announces a Brand New, Fun Way to Tour San Francisco

Little yellow convertibles that talk, take you on a city tour you'll never forget.

San Francisco, June 1, 2004 -- GoCar, a new kind of San Francisco Tour Company, has fired up the engine on a fun, groundbreaking way to see the amazing sites of the Golden Gate City.

GoCar's Daytona yellow three-wheeler cars feature a GPS driven audio tour that takes driver and passenger on a zippy tour of the city's famous landmarks providing clear directions and running commentary as you drive.

"The advanced navigational capabilities of our Global Positioning System deliver an informative tour, highlighting specific locations throughout San Francisco as you drive. Just follow the friendly audio directions and relax."

"It's just like a traditional tour bus except you are in a nifty yellow convertible, handling the course yourself with the benefit of directional prompts", said co-owner Alasdair Clements.

The two-hour tour leaves from Fisherman's Wharf and takes you through the Marina District to the Golden Gate Bridge, Baker Beach and the Cliff House all the way to Ocean Beach. GoCar's knowledgeable electronic tour guide then winds you back, through Golden Gate Park and colorful Haight Ashbury.

Arguably the tour's highlight is the spin down the famed curves of Lombard Street where GoCar drivers and the 'talking car' have now become as much of an attraction as the street itself.

Bright yellow and sporty, GoCars look great, are simple to operate and fun to drive. They are street legal and fully equipped with turn indicators, break lights, a horn and headlights. A 50cc gasoline powered engine provides more than enough power to handle the steepest inclines hilly San Francisco can throw at them. Dual disc front breaks ensure crisp, reliable stopping power.

Press coverage to date has included Tech TV, CNN Headline News, USA Today, the front page of the Technology section of The San Francisco Chronicle, The New York Times and KPIX Channel 5's Evening Magazine.

GoCar is located in the Fisherman's Wharf district at 2715 Hyde Street just steps away from the Hyde St. Cable Car stop, between Beach Street and North Point. Operating hours are from 8:00am to 8:00pm, seven days a week. The cars are also available for general hire for those who want to blaze their own trail through San Francisco.

For more information check out www.gocarsf.com

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