



Development

GoCar Rentals is the brainchild of mechanical engineer, Nathan Withrington. In February 2003 he pinpointed an outstanding opportunity to offer a unique service to the San Francisco tourist industry. Working closely with friend Alasdair Clements, Withrington started researching the idea of developing a unique, automobile based, audio tour driven by GPS.

Like the traditional tour bus, GoCar would offer high quality, targeted and anecdotal information about points of interest. Unlike the traditional tour bus GoCar would give driver and passenger complete autonomy over where, what and in what order they wanted to see and also how long they wanted to spend at any given point. After extensive research, Withrington and Clements publicly launched GoCar in Spring 2004.

GoCar now boasts eight vehicles equipped with the audio tour hardware and onboard Global Positioning System (GPS). Eight more cars will join the fleet in the coming weeks. GoCar has been featured in the San Francisco Chronicle, The New York Times and in London's Sunday Times. Also on television including Tech TV, CNN Headline News, Channel 5's Evening Magazine and NBC 11's Morning Show.

Owners

Nathan Withrington

An engineering graduate from Nottingham Trent University, Nathan Withrington has a sharp eye for an opportunity. He began brainstorming the idea for GoCar with friends, family members and colleagues in early 2003. Armed with proven software development skills and newfound entrepreneurial edge, Nathan embarked on an exhaustive phase of market research and technical due diligence.

Ably assisted by Alasdair and with a lot of help and advice he eventually launched GoCar in February of 2004. Nathan has five years experience working with small business and two decades of motorcycle maintenance expertise - a fine combination of hands-on business knowledge and proven wrench skills.

Alasdair Clements

Alasdair has worked alongside Nathan from GoCar's inception. He has been instrumental in taking the GoCar vision to a working reality. He is a whiz with the numbers and will manage the growth of the company while assisting with day-to-day operations. In the past Alasdair worked as a Real Estate Investment Analyst in San Francisco. He assisted in large commercial real estate transactions including the purchase and sale of office and apartment buildings with million dollar price tags.

Location

GoCar is located in the heart of the bustling Fisherman's Wharf area just a few minutes walk from the Hyde Street Cable car terminus. The office is also convenient to the SFMuni F line and only a short cab ride from the Embarcadero BART station.

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