After the great success in cities like San Francisco, Miami and Barcelona

GOCAR ARRIVES IN MADRID
THE NEW CONCEPT OF URBAN TOURISM

From April, available in Madrid city center,
the personal two-seater convertible with GPS audio guided tour included.

Madrid, April 29th 2010.- Fun, freedom and recreation come together here for the ultimate tourism experience. These little yellow convertibles include a GPS guided tour that takes you on all the city´s famous landmarks. The GoCars use a specialised audio system that provides clear driving instructions combined with a witty and informative commentary along the tour. All the users have to do is follow the directions, sit back and enjoy the ride!

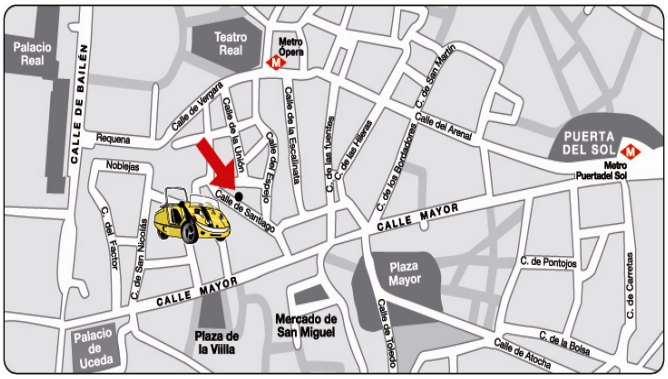
The "GoCar" concept launched in the United States four years ago, which continues to run successfully in San Francisco, San Diego and Miami. Two years ago GoCar opened its first office in Europe, specifically Barcelona, with great success. Since then, Lisbon and Valencia have joined the GoCar experience, and now finally the GoCar has arrived in Madrid!

Unlike any ordinary tour, GoCar gives tourists complete autonomy over where, what and in what order they want to see the sights, and also how long they want to spend at any one of them. The tour is currently available in 3 languages: Spanish, English and French, with other languages available soon.

The GoCars are incredibly easy to drive. They are completely road-legal and full equipped for driving in city surroundings. They have a 49cc motor which provides enough power to get around the city and reliable disc brakes, all of which ensures a safe and comfortable driving experience. You just need to be over 21 years old and bring along a valid driving license as well as an appetite for some fun!

The price is 35 € 1st hour, 30€ 2nd hour, 25€ 3rd hour or 109€ for the any more than four hours in the day (all costs included for the 2 people). The cars are also available for general hire for those who want to blaze their own trail through the city or those who know the city and just fancy a ride in the city's coolest cars!

BOOK NOW FOR YOUR GOCAR EXPERIENCE!
(Free tours for journalists/bloggers)



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