

FEATURES



The Talking Car!

Unless you've had your eyes shut for the past few weeks, it's been impossible to miss Barcelona's newest addition to the road, the GoCar.

A cross between Herbie and a fairground 'dodgem car', these petrol powered vehicles give guided tours a whole new meaning.

This new tourism concept is set to make sightseeing in Barcelona easier and more fun. The little yellow convertibles actually talk to you as you wizz around the city. The advanced navigational capabilities of the GlobalPositioning System deliver an informative tour, highlighting specific locations throughout Barcelona as you drive around.

All you have to do is follow the friendly audio directions and relax. Unlike the traditional tour, GoCar gives tourists complete autonomy over where, what, and in which order they want to see the city. There's a basic itinerary you can follow, but if you do decide to

"GoCar was a hilarious, invigorating experience; a tour unlike any other."

head off on your own, the audio commentary will pick back up as soon as you get back on track. But there's nothing stopping you packing a picnic in the boot and exploring Montjuïc. Some people have even used the GoCars to do their shopping!

The GoCar experience begins with a quick safety demo and the rules of the road. There's no reverse gear, for example, and you can't drive on the 'rondas', but other than that you're pretty much free to go where you want.

Underneath the hood is a simple 49cc motobike type engine, which means you can even park in spaces reserved for motorbikes, but go easy if you plan to tackle

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Tibidabo fully loaded with a boot full of gear.

The drive itself is a bit like being back inside your first ever go cart. It's almost impossible to feel grown up, and you see the city from a brand new perspective, meaning the experience is just as much fun for locals as for first time visitors to the city.

GoCar has split Barcelona into two areas (uptown and downtown), but the true beauty of all GoCar tours is the flexibility. You create your own personal tour that is as long or as short as you choose. Their standard routes generally take 2-3 hours depending on your stops and traffic.

The tours are also offered in a variety of languages.

Uptown tour

The uptown tour puts you on the open roads outside of the old town where you can discover Gaudi's most important creations, enjoy amazing views of the whole city from Tibidabo, and visit FC Barcelona's famous stadium Camp Nou.

Additionally, this tour ventures into areas that most visitors never get a chance to see, such as the buzzing bohemian neighbourhood of Gracia.

Downtown Tour

This tour starts with the intricate

maze that is the old town where you will discover some amazing hidden gems, including the little known artistic area of Raval. You then cruise down the world famous Ramblas before heading up the lush green mountain of Montjuïc where you can enjoy some of Barcelona's most breathtaking vistas and experience some of the magic of the Olympics. Your downtown tour culminates in a trip along some of Barcelona's beautiful beaches. Multiple detour choices along the way makes each tour a unique experience. Compared to the cost of a bike tour or walking tour in town, GoCar is excellent value, and perhaps even cheaper. But unlike other tours in Barcelona, this is one kind of tour you've probably never done in your life.

The big question is what's the best part of the experience, the actual tour, or the buzz of driving these crazy things around town. You'll get more looks than if you were driving a Porsche!

For more information:

www.gocartours.es

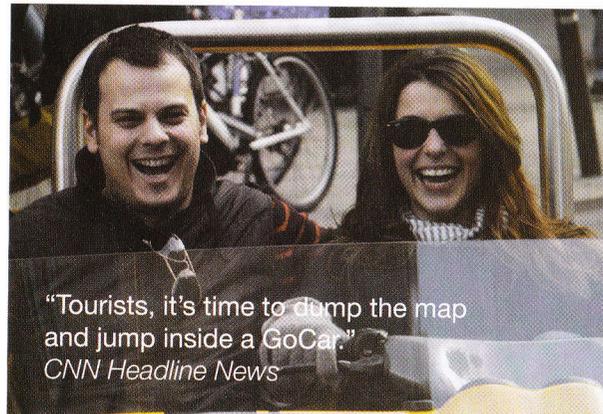
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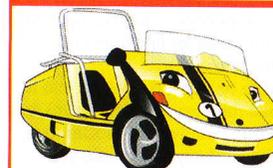


"Tourists, it's time to dump the map and jump inside a GoCar."
CNN Headline News

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GO CAR

GPS GUIDED TOURS



10 Reasons to use GoCar

1. The new way to see the city
2. Freedom of choice - you decide where to stop and what to skip.
3. Safer than a scooter, Cooler than a car.
4. No Stress - the GPS will guide you and the car will explain the whole city.
5. More information, the car acts as a knowledgeable guide providing entertaining stories as well as insider information in addition to informing you about Barcelona's rich history.
6. Explore at your own rhythm - you choose how long to stop and where, no waiting around for buses.
7. Discover the city in your own language - GoCar can guide you in English, Spanish, Catalan, French, German and Italian
8. Access the old part of town, drive around the small streets that buses can't reach.
9. Flexibility - short cuts choices allow you to go straight to the areas that you want to see.
10. Cool looks - people will be taking more pictures of you than of Barcelona

