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## **NYC Green Car Launches Luxury Car Service Using Hybrid-Only Camry and Lexus Vehicles**

**Company Will Donate 10% of its Profits to NYC-Based Environmental Groups and Causes**

NYC Green Car, a luxury car service committed to only using hybrid vehicles, announced today that it has launched service in New York City.

Although some New York car services have hybrid vehicles in their fleet, NYC Green Car believes it is the first car service in the city committed to only using hybrid cars. The fleet consists of Toyota Camry and Lexus cars; the company does not use Toyota Prius vehicles, which it deems too small for corporate customers. NYC Green Car serves the entire tri-state area and can be used for travel anywhere, including outside the region.

"NYC Green Car is the premier car service for environmentally conscious corporations and discerning individuals who want to cut back on their carbon footprint but still want high-touch, top-of-the-line customer service," said Darren Manelski, NYC Green Car's founder and president. "We are committed to providing unparalleled comfort and convenience within an eco-friendly framework."

NYC Green Car's 2007 and 2008 model hybrids are all garaged in various Manhattan locations to ensure quicker response times in the city. Each car is equipped with GPS devices that track the driver and provide navigation information. The company's reservation technology is entirely electronic, so drivers never need to call their dispatchers while customers are in the car.

"Our research shows that customers are extremely bothered when car service drivers talk on their cell phones, particularly if they are having heated exchanges with their dispatchers," Mr. Manelski said. "Another common complaint is being told that a car is waiting outside a location when in fact it is several miles away. Our technology will eventually allow customers to receive the exact location of a car they have reserved on their cell phones or PDA devices."

To underscore the company's commitment to supporting a "greener" environment, NYC Green Car will donate 10 percent of its after-tax profits to local non-profit organizations that are working to improve the environmental health of the city's parks and green spaces. Customers can designate where these charitable gifts are directed.

NYC Green Car's rates are competitive with traditional luxury car services. To open a corporate account or arrange an individual trip, please contact NYC Green Car at 1-800-783-1682 or 646-912-6600 when dialing from outside the U.S.

NYC Green Car is a subsidiary of New Social Ventures Inc., a holding company Mr. Manelski founded to pursue socially conscience business ventures. Mr. Manelski earlier was a senior technology executive at Western Union, which he joined after the company acquired his bill payment software business.



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### About NYC Green Car

NYC Green Car is an eco-friendly, luxury car service serving corporate accounts and individual clients in the tri-state area. The company's fleet of hybrid-only standard and luxury vehicles provides passengers with additional amenities to ensure a comfortable and convenient ride. NYC Green Car is licensed and regulated by the NYC Taxi & Limousine Commission. The company is based in Manhattan's Greenwich Village. For more information, please visit [www.nycgreencar.com](http://www.nycgreencar.com).

