



#### O-ZO FRIENDLY

OZOcar founders Jordan Harris, left, and Roo Rogers, in N.Y.C., February 7, 2006. Inset, an OZOcar.



## Green Streets

LUXURY AND ECO-AWARENESS  
HIT THE ROAD

When Roo Rogers and Jordan Harris launched OZOcar, their kinder, gentler car service, in New York City last year, they knew that coaxing Manhattan's movers and shakers out of their ubiquitous Lincoln Town Cars and into hybrids such as the Toyota Prius—without employing the Jaws of Life—would take some doing. So they outfitted their 90-plus-vehicle fleet with high-end options: Sirius satellite radio and Internet connectivity in every car (and in case you leave your laptop at home, there's one of those, too). The company now counts Goldman Sachs and Lehman Brothers among its clients and is growing at a rate of 15 cars a month—a drop in the tank next to the thousands of black cars prowling the grid, but you've got to start

somewhere. OZOcar expects to break even this month and will expand to London in September. The partners' more significant achievement, however, may be their stylish new take on environmentalism; dubbed "eco-chic," it's a bid to broaden the movement's appeal by being less "exclusionary, righteous, and judgmental," explains Harris, a former music executive. "Once, to be a good environmentalist, you had to throw tomatoes at the W.T.O. and go backpacking," adds Rogers, a dedicated activist. "Now you can ride around in a hybrid car and check your e-mail at the same time. That's a radical change." —AARON GELL