

SPECIAL GREEN ISSUE

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ON THE TOWN *Taking the Initiative*



HIRE A HYBRID

In 2002 former music-industry executive Jordan Harris launched Global Green's Red Carpet/Green Cars, a campaign in which Hollywood's top stars abandoned their stretch limousines when traveling to the Academy Awards. Then, along with fellow entrepreneur Roo Rogers, son of acclaimed architect Richard Rogers, Harris set up permanent shop in New York in 2005, creating a company called **OZOCAR**. Now, just two years later, New York's first private car service to use nothing but hybrid vehicles has a fleet of sixty-five Toyota Priuses and five Lexus RX 400s. Food for thought: a Prius (below) averages fifty miles per gallon in a city environment, while the ubiquitous Lincoln Town Car gets a measly fourteen. *OZOCAR* rates are \$50 per hour for a Prius, \$60 for an RX 400; approximately \$65 to NYC airports from Midtown. 866-696-5966; ozocar.com.

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