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Batteries Included

FOR YEARS, ENTREPRENEUR Howard Gould took a Lincoln Town Car to his office from his home on Manhattan's Upper West Side. But those gas-guzzling days are over. Today, he dials OZOcar, New York's first all-hybrid car service. Then he settles into a 52mpg silver Prius—outfitted with leather seats, Wi-Fi, an Apple iBook and Sirius satellite radio.

Since OZOcar opened its car doors in September, founders Jordan Harris and Roo Rogers have signed on blue-chip clients like Lehman Brothers and Goldman Sachs. By the year-end, they plan to more than double their 72-vehicle fleet and expand to London, Chicago, Madrid and Frankfurt.

Rides cost about the same as traditional black-car services—a good deal for the com-

pany since the retail price of a Prius is about half that of a Town Car. Passengers may feel a bit cramped and there's not much room for luggage, so for \$20 extra, OZOcar now offers hybrid SUVs. But for most customers, being "eco-chic" is comforting enough.

—KAREN SPRINGEN



OZONE-SAFE: The Prius