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October 2009

FunRide News

The Green Way to Drive

www.myfunride.com

a vehicle

information

Your alternative to the high cost of owning

Call FunRide at **(805) 547-2225** for more

In This Issue

[More than enough Fun](#)

[Our new 2010 Honda
Insight](#)

[Get a FunRide through
your cell phone](#)

[One more for the Green
Team](#)

[FunRide welcomes new
members](#)

Quick Links

[Contact Us](#)
[Getting Started](#)
[Rates](#)
[FunRide Events](#)
[Join Now](#)

[Join Our Mailing List!](#)

FunRide is a unique car sharing service that offers exclusively alternative fuel and hybrid vehicles to lease on an hourly basis. We are committed to saving you money in your transportation budget while keeping our air clean and reducing our dependency on foreign oil. FunRide vehicles are now available for our members. [Join FunRide today.](#)

More than Enough Fun for Everyone!

Hello friends of FunRide!

The previous month of activities has been very active! Citizens of the San Luis Obispo community are very excited now that FunRide is a reality. The local businesses have been very receptive about the car sharing service that FunRide currently offers. In fact, one business owner said, "I am so glad that a green car sharing service is finally available in SLO. We've been needing it for a long time!" Another San Luis Obispo resident commented, "Now I don't have to go out and buy a car! This is so awesome!" Indeed, it is awesome to provide such an innovative service to the San Luis Obispo community. We already have plans in motion to extend beyond San Luis Obispo and into neighboring cities such as Paso Robles, Five Cities, and Santa Maria. If you are still on the fence about becoming a FunRide member, go check out our website at www.myfunride.com and you'll notice that we've made A LOT of updates, including three additional vehicle pods. It brings

us great pleasure to be able to offer you the convenience of alternative fuel transportation without the high costs of actually owning a vehicle; we sincerely hope you'll soon join the Fun! Car sharing is the new fashion statement of transportation and it is here to stay, so don't miss on this money saving opportunity. And be sure to tell your friends and tell your family about FunRide!



FunRide Feature Vehicle of the Month

2010 Honda Insight



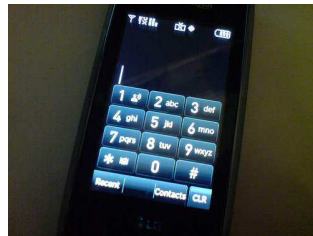
Our 2010 Honda Insight is a hybrid electric vehicle which features Honda's Integrated Motor Assist system. Unlike standard gasoline vehicles, the Honda Insight uses modern

technology and extremely light weight materials to provide drivers with maximum fuel efficiency. So, every mile that you drive in this vehicle will not only save you money, but will also save the environment from excessive harmful emissions. And the more hybrids replacing conventional gas vehicles out on the road will only improve the flower power in our environment. The vehicle also features a real-time feedback system to help promote driver awareness of efficient driving habits on a daily and ongoing basis. So, come and

take this Hybrid for a ride and enjoy the convenience of modern vehicle technology, including an automatic transmission, CD player, and air conditioning.

Get a FunRide through your cell phone

Reserving a Ride just got easier



Imagine that you are walking around downtown San Luis Obispo and suddenly need transportation or forgot to make a reservation as you were leaving your home or office. No worries! FunRide

has you covered and will always be there when you are in dire need of transportation. As a FunRide member, you can access the vehicle reservation system through your cell phone or any mobile PDA device by visiting www.myfunride.com. Just enter your account member ID number and password and then you will immediately be directed to the FunRide vehicle reservation page. Select the vehicle that you would like to reserve and then choose the date and time of when your reservation will take place by using the drop down menus. After clicking "Reserve It", your reservation is complete and you are ready to take a FunRide. So, no matter where you are at or what you are doing, you can be rest assured that you will always have access to FunRide transportation, even at a moments notice! That's right! You can reserve any FunRide vehicle within ONE minute or up to three months in advance of your scheduled reservation. You will not find that kind of prompt convenient service from any car rental company. So, carrying a cell phone or any mobile PDA device just means you are carrying your FunRide car sharing service. Just please remember not to drive while talking on your cell phone!

FunRide member of the month

Julia Picksley



Julia recently decided to conduct an experiment; sell her own personal vehicle and become a member of FunRide. It has been our greatest pleasure to provide all of the transportation resources for her to still function in a society where we all believe an illusion that owning a vehicle is absolutely essential. Even as a mother of a teenage daughter and business owner of SLOfox, Julia is living proof that owning your own personal vehicle is not only costly, but it also isn't necessary. We had the pleasure of interviewing Julia and getting her insight on how FunRide works for her.

After learning that she had sold her own personal vehicle, we asked her if she was able to fulfill all of her vehicle needs just using FunRide. Her answer? "FunRide has really worked out great to meet all my transportation needs."

According to Julia, she needs a vehicle to drive approximately 60 miles each week. And has this impacted her expenses? Julia estimates, "Right now I think I'm spending about equivalent to what I was paying just for gas and insurance alone."

What does Julia like most about FunRide?

"FunRide is very convenient, close by, easy to reserve, and pick up."

FunRide has a myriad of eco-friendly cars to choose from, but Julia has her personal favorite. "I like the Honda Civic, plenty of room and easy to drive."

Maybe you are not quite ready to sell your vehicle, but next time your clunker conks out, perhaps try your own green experiment. Take a vacation from the high costs of maintenance, insurance, and gas. See if the convenience of FunRide can fulfill all of your transportation needs. And who knows,

maybe you will be featured as our next member of the month.

One More for the Green Team

SLO eGO Electric Transportation

SLO eGO and FunRide have a joint purpose: freedom from foreign oil and reducing harmful CO2 emissions in our atmosphere.

So what is an eGO any way? Perhaps you have seen them, and asked yourself, is it a bike? Is it a scooter? They look like they came straight off the streets of Rome from a Fellini film, very cool, slick, and fast. So what is it really? Its an eGO and these eGO's are quietly taking over.

We spoke with Vince Pacifico, right here in SLO town on 2161 Broad Street, and asked him to talk a little bit about the eGO vision. Bottom line, SLOeGO is looking for ways to encourage people to get out of their cars and use alternative fuels as a means of transportation.

Okay, but besides being good for the environment, what other motivation does one have to skip out on the comfort of their car? Money! The potential savings isn't in the hundreds, but thousands of dollars, and in this economy, that makes being conscientious all the more lucrative.

SLO eGO surveyed thirteen of their riders. They discovered their riders average about 490 miles a week on their electric scooters. Translation? Huge savings to the environment as well as to the pocketbook. In a year's time, each electric scooter rider will avoid purchasing approximately 1, 175 gallons of gasoline. Now, with gasoline averaging about \$3 a gallon, conservatively, they will save about \$2700 each year just in gas and maintenance alone! Not only is their pocket book spared, but the environment wins big too; nearly 13 tons of harmful CO2 emissions will not be expelled into our air, and not to mention that we

won't have to import those 59 barrels of foreign oil that is required to fuel their conventional gasoline vehicle! And that's just with the choice of one person.

SLO eGO offers a wide variety of electric transportation bikes and vehicles, even an EVT ATV which is perfect for the Oceano Dunes. But, the best part is that they even service them too. So go check them out, we are very confident that you will really like what you see!

Saving money, saving the environment, that's the green way to drive. FunRide applauds SLO eGO for making electric transportation available to citizens of the Central Coast. A sleek, smart, and fun choice.

For more information, you can contact Vince Pacifico at (805) 594-0110 or just visit their store and see if you catch the green bug. We would love to have another member join the Green Team.

FunRide Welcomes New Members

Andrew Musselman
Margaret Lindaman
Matthew Renner

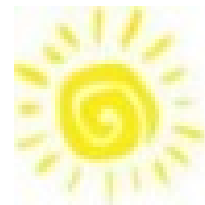
Our newest business member

SLOfox

SLOfox specializes in coaching various sports and other recreational activities, for more information, please email coach@foxathletics.com.

5 miles for Free

FunRide is now offering 5 free miles for every 1 hour of vehicle reservation. So, any FunRide



member can get up to 120 free miles whenever they reserve a vehicle for a full day.

Any miles that are not used during the reservation time period are lost and cannot be rolled over to any subsequent reservations. So, put them miles to good use, the first 5 are on us!

Our Price: 5 miles included for every 1 hour of reservation

List Price: 40 cents per mile
up to \$48 in savings!



We are looking at rapid expansion of vehicles in the next three months. We should have eight vehicles on the road by January. Check out the proposed locations on our website. We are also looking at FunRide moving to Los Osos and Paso Robles. Thank you for all your support of our new company!

Sincerely,

Mark T. Shaffer
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