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2011

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## **Go Green Auto Rally Holds Inaugural Event in the City of Miami**

**(Miami, FL March 9, 2011)**— A new concept in Green driving has been created and holds its inaugural event as part of the 2011 Miami sailing week. The Go Green Auto Rally will be held at Miami City Hall, Thursday March 10th through Saturday March 12th from 9:00AM to 3:00PM each day. Miami residents will have the opportunity to learn on how to save money at the fuel pump, drive safer and more sustainably. City of Miami Commissioner Marc Sarnoff will be part of this year's rally. The event is free and open to the public.

Go Green Auto Rally (GGAR) has partnered with the 2011 Miami Sailing Week for a special - and FREE - Miami-area Green Driving event. GGAR will teach drivers to reduce their carbon footprint, significantly reduce their fuel consumption and increase safety behind the wheel of their own vehicle – no matter what they drive.

The Rally offers hands on, real world driving instruction to teach drivers sustainable, 'Green Driving' principles through driving behavior modification and the use of the latest mobile technology providing real-time feedback from GGAR's smartphone application. Participants will earn the opportunity to win free fuel, iPads, tickets to the 59th Annual Twelve Hours of Sebring American Le Mans Series race and free Pirelli tires. Major corporate and governmental participants in this week's program include the City of Miami, Miami Police Department, Miami Fire Department, University of Miami, US Armed Services, Miami Dade College, American Le Mans Series presented by Tequila Patrón, Driver Telematics, Carbonfund.org and Pirelli Tire North America.

"The Go Green Rally is a fun and effective way for people to learn how to drive better, safer and greener," said City of Miami Commissioner Marc D. Sarnoff, District 2. "I'm happy to be a part of this year's rally.

Participant organizations such as the United States Navy have also signed-on with GGAR and

share the commitment of preserving and protecting the environment, cutting costs, and 'going green'. Service members from the US Navy Recruiting District (NRD) Miami will participate in the 2011 Go Green Auto Rally along with officers and enlisted from the US Army, US Marines and US Air Force – all in an effort to save money, drive safer and increase sustainability - all in their own government-issued hybrid vehicles.

Go Green Auto Rally (GGAR) is a finalist in the 2011 Edison Best New Product Awards™ and teaches drivers to reduce their carbon footprint, save money through less fuel consumption and to increase their safety behind the wheel of their own vehicle – no matter what they drive. To learn more about the GGAR smartphone app and to attend a Go Green Auto Rally in your area – please visit GGAR online at [www.gogreenautorally.com](http://www.gogreenautorally.com), call 1-866-GO-GREEN (1-866.414.6473) or check us out on twitter and facebook. Go Green Auto Rally – Drive green because you can!

To see the schedule of events and to register online today, please visit [www.gogreenautorally.com](http://www.gogreenautorally.com) or call 1-866-GO-GREEN (1-866.414.6473) for information.

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