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Approved For Immediate Release

One year from launch, shareAcar is the biggest car sharing service

Focusing on user safety has paid off for shareAcar.com who have become the largest car sharing service in just one year.

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Just a year ago, Officepark Ltd launched a new car sharing service to the UK market. From the outset a focus on user safety by verifying the details of each member proved popular.

“The site has grown steadily over the last 12 months” commented Hugh Douglas-Smith, a Director of Officepark Ltd, “we saw the need for providing a safer car sharing environment and our growth demonstrates this.”

Car sharing is a growth area and one where more and more people are starting to realise the benefits. There is still however, a fear of personal safety, and that can be significantly reduced with the planned launch of the AMBERresponse monitoring service later this month. With AMBERresponse car sharing users will be able to have friends, family or colleagues alerted automatically should they require assistance.

To demonstrate the commitment to personal safety, shareAcar is offering each user a credit for up to £10 of use of the AMBERresponse service when they sign up.

John Clark, a director of Officepark stated, “We have a number of developments planned for shareAcar which will provide even greater flexibility to users and encourage more car sharing both as a concept, and within our user base, These we expect to see introduced over the next year where we believe growth will continue.”

About shareAcar

shareAcar.com is a website developed by Officepark Ltd, the purpose being to provide members with a means of making contact with individuals who travel on similar journeys to themselves. By linking the two together, there is an opportunity of reducing their costs and the level of road traffic by swapping lifts. The site works by users registering their regular journeys and then matching them against a central database. Users identities are kept secure by offering an onsite messaging service which puts users in communication with each other without compromising security. Personal safety is seen as a major differentiator of the shareAcar site, with the identify of each user being verified before they can complete the registration process.

About Officepark Ltd

Officepark was founded in 1997 to design, host and ultimately manage websites for small and medium sized businesses. By partnering with client organisations who were looking for more than a “brochure-ware” site which was rarely updated, Officepark developed a number of key technology solutions to assist the smaller organisation present a professional online presence to their customers. This included sites which were kept constantly up to date by linking them directly with the business and their customers. Such applications have included online freight package tracking, aircraft booking systems, customer support call tracking and online stock management.

Further information is available online from www.shareacar.com/press

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