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FOR IMMEDIATE RELEASE

**VISIT CARLSBAD LAUNCHES 'CARLSBAD GOOD RIDE,' A FREE AND ECO-CONSCIOUS
TRANSPORTATION SERVICE FOR OVERNIGHT GUESTS**

On-demand Electric Car Service Provided by Circuit Designed to Simplify Travel Around Carlsbad

CARLSBAD, CALIF. (September 13, 2023) - [Visit Carlsbad](#) today announced the launch of Carlsbad Good Ride, a free transportation program in partnership with [Circuit](#), an on-demand electric car service, to make travel throughout Carlsbad a breeze.

This pilot program will run September 1 through August 31, 2024 with operations beginning Wednesdays - Sundays from 10:00am – 8:00pm, September 1 through March 31. The car service will then expand hours of operation to every day from 10:00am - 10:00pm, April 1 through August 31, 2024. Carlsbad Good Ride is designed to provide free rides from lodging properties to key points of interest in Carlsbad. Visitors can quickly and easily book rides through the [Circuit app](#).

“Carlsbad is 39 square miles with lodging properties spread throughout the community, so there is a need for easy and accessible transportation for our overnight guests,” said Kim Sidoriak, president and CEO of Visit Carlsbad. “Carlsbad Good Ride will simplify the vacation experience and make travel around Carlsbad even easier and more enjoyable for our visitors, allowing them to avoid rental cars and the search for parking. Furthermore, we’re pleased this partnership with Circuit supports our promise to promote and encourage an eco-conscious lifestyle for which our city is known.”

The partnership between Visit Carlsbad and Circuit will help visitors seamlessly get from their accommodations, to dining and retail experiences throughout the city, as well as attractions including Carlsbad Village and local retail shops, LEGOLAND California Resort, beaches, museums and more. The pilot program will also eliminate the added transportation stress for visitors, reduce traffic congestion during high visitation seasons and create a positive impact on the environment with the usage of electric vehicles.

To ride, visitors can download the Ride Circuit app (available on Google Play and the Apple App Store), select their location within Carlsbad, enter a pick-up and drop-off location and enjoy the ride. For visitors who need assistance with the mobile app, staff at all Carlsbad hotels and resorts are available to help guests call a Circuit ride to and from their desired destination.

Vehicles are a mix of ten-passenger vans and five-passenger sedans. All vehicles in the Carlsbad Good Ride fleet are 100% electric. Riders must be at least 18 years old to request a ride or otherwise

accompanied by an adult. The youngest riders must weigh at least 65 lbs. or use a child seat provided by the adult passenger. Circuit vehicles are pet-friendly at the discretion of each driver. A wheelchair-accessible ride is available upon request through the mobile Circuit app.

For more information, download the Ride Circuit app or visit carlsbadgoodride.com.

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About Carlsbad:

Located just 45-minutes north of San Diego, Carlsbad embodies the Southern California lifestyle. Carlsbad is the ultimate coastal destination to unwind and have an unforgettable escape offering abundant access to seven miles of pristine beaches and outdoor recreation - including surfing, biking and hiking trails and championship caliber golf courses. Attractions including LEGOLAND, the Museum of Making Music, the Carlsbad Aquafarm and the iconic Flower Fields provide an ideal family experience. Foodies can be the first to explore this rising culinary and brewery destination. Carlsbad is also home to a myriad of award-winning resorts and hotels, boasting both luxury and budget friendly options. When you are in Carlsbad, simply put...it's all good. For complete destination information, please go to visitcarlsbad.com.