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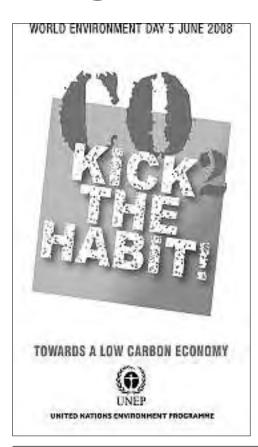
Recycling packaging and your old machine.



2 Shuttle/Times & News, Thursday, June 5, 2008 www.kidderminstershuttle.co.uk

WORLD ENVIRONMENT DAY 2008

It's time for a new routine



MOST of us think that tackling climate change is about reducing our carbon footprint. But it does not end there – we also need to prepare for some of the climate changes that we cannot stop.

It is not as scary as it sounds, and for World Environment Day 2008 – today, June 5 – the Environment Agency is letting people know how they can make the first step.

Stand Up To Climate Change is the theme for 2008 and the agency is asking people to choose one thing that they will do to get ready for climate change. The activities range from being prepared for flooding and saving water, to helping wildlife and biodiversity. Or you might choose to stay safe in severe weather, or train as an emergency volunteer.

"We want to get people thinking about how we can prepare for and cope with the effects of climate change. We hear daily how our climate is threatened and becoming more extreme – but there are steps we can all take to make us more resilient and able to cope," said the Environment Agency's World Environment Day campaign manager, Greg Bring

But the campaign is not suggesting adaptation is the only answer to climate change. It has close ties to ACT ON CO2, which is fast becoming the most established and recognised carbon reduction campaign in the UK.

Mr Brina is quick to stress this is not a choice of one over the other: "There's a growing myth that we have to choose between

stabilising our climate through reducing emissions or, if we don't do that, learning to adapt to the consequences. That's simply not the case, we need to be doing both." The good news on carbon reduction is that

The good news on carbon reduction is that more and more people are getting stuck in – governments are acting, householders are listening to advice on how to save energy and reduce CO2 and businesses are showing all sorts of initiatives to reduce their environmental impact.

Mr Brina added: "The time is right to start making changes so we can adapt. The summer floods of 2007 – the drought of 2006 – are all pointers to what most scientists agree will be characteristic of our future climate. There's lots of things people can do and that's what we're helping to show them."

For example, these days you can check whether you are at risk from flooding by entering your postcode online. If you are, then you can sign up to Floodline Warnings Direct and the Environment Agency will call you to warn you when there is a risk of flooding – giving you precious extra time to prepare.

Or if wildlife is something you care about then there is plenty you could be doing to help species threatened by changes in climate. Choice of design and species in a garden can have a huge effect on habitats and help protect threatened species.

help protect threatened species.

To find out more about how you can Stand up to Climate change visit the Environment Agency website at www.environmentagency. gov.uk/wed



ONI INE

This special supplement can be donwloaded from our website by clicking on the Home Page icon

kidderminstershuttle.co.uk/news

 Preparing for flooding: The scene at
 Wolverley after torrential rain last summer.

- Advertisement feature –

Colliers Arms gains more accolades



Green-fingered staff at the Colliers Arms in Clows Top are working hard to reduce the pub's carbon footprint, and producing fantastic home-made food into the bargain.

The award winning pub has an ongoing commitment to growing its own vegetables, fruit and herbs- as much as possible in the space available- to reduce the amount of miles its food has travelled.

And with 99 per cent of food made in its own kitchen, and 50 per cent of all ingredients sourced locally, customers can be sure they are eating fresh and healthy produce, cooked by some of the most talented chefs around.

Sustainability is important to restaurant manager Michael Claydon and Colliers Arms chefs Lee Proudman, Richard Potter and Ian Proudman, who form a winning team with bar manager Charlie Hill.

Customers can be sure that the pub uses only free range chicken and eggs, beef reared in Shropshire, locally produced pork, and Welsh lamb.

The produce garden can be seen from the stunning dining patio, so the veggies on your plate couldn't be any fresher!

Even the posts, stakes and chippings in the garden are sourced from local industry waste, and fertilizer is composted leftovers from nearby hop farms.

Pests are controlled by the application of ash from the pub's open fires, and used coffee grounds.

Michael and the team are open to ideas as to how they can use any of their waste products, and are always happy to hear from new local food suppliers.

For further information on the pub visit www.collierarms.com or ring 01299 832242.





Fathers Day 15th June - Homemade Traditional Sunday Lunch.

Swing Night with Jamie Knight - Friday 20th June. Let Jamie entertain you while you dine or just call in for a drink.

Our first Pudding Night - Thursday 19th June.

Eat a starter and then up to 6 of our delicious home-made puddings, followed by fresh coffee.

Take as long as you like all for £11.95

Quiz Night - 1st Monday of the Month.Prizes and our home-made buffet, all for £1.50 per person.

Every Sunday 12 - 3, Traditional Sunday Lunch.We only use Shropshire Beef, Welsh Lamb and local Free Range Chicken. accompanied by local vegetables, home-made Yorkshire puddings and gravies made from our own fresh stock.



Weather Permitting - eat on our stunning dining patio.

Monday - Saturday Lunch. Come and try the best home-made burger in Bewdley. Served on our famous bread roll with home-made chips and salad.

Colliers Arms, Tenbury Road, Clows Top, Bewdley. DY14 9HA 01299 832242 www.colliersarms.com

Need leads to new products

THE necessity to go green, to meet Government and local authority targets, has galvanised our industries into developing new safer, more energy efficient and biodegradable products. Sustainable and eco-friendly

Sustainable and eco-friendly products are becoming big business, with huge developments in recent years in items ranging from energy-efficient light bulbs to electric-powered cars.

to electric-powered cars.
Solar panels in houses are becoming more common and builders face stricter controls to ensure designs are more energy-efficient and materials come from renewable sources.

Recycled products fill more and more of our supermarket shelves and the plastic carrier bag could soon be consigned to the dustbin of the past as the eco-revolution takes a grip

takes a grip.

Kidderminster-based large format printers i4media have recently sourced the world's first range of biodegradable vinyl banners from the USA.

They are printed with eco-solvent inks and, being suitable for indoor and outdoor use, are available in sizes up to 5ft wide.

Andy Newton, creative director of the firm based in Dixon Street, said: "One of our customers is



 Bio message: i4media graphic designer Andy Wright (left) and web developer Luke White with one of the first biodegradable vinyl banners to be developed.

Admiral Taverns which has 3,000 pubs and we sourced the bio banners for them initially.

mers for them initially.

"They have been very popular and I'm sure will become even

more popular as councils insist on the use of sustainable products and people, generally, become more aware of the need for them."

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i4media the large format printing specialist are proud to use the worlds first biodegradable banner Vinyl.

Our biodegradable banner is suitable for both indoor and outdoor use and is available up to 5ft wide. We only use eco - solvent inks which are then printed at photographic quality.

Prices for the biodegradable banners are available immediately by using the cost calculator form on our website.

If you require more details of how bioflex material degrades, please email

facts@biobanner.co.uk

THE WORLDS FIRST BIODEGRADABLE BANNER PRINTED WITH ECO-SOLVENT INKS

FOR MORE STANDS & BANNERS VISIT BIOBANNER.CO.UK





FACTS

WHAT MATERIAL IS USED FOR BIODEGRADABLE BANNERS?

We use BIOflex™ A environmentally friendly, biodegradable PVC banner material.

WHAT IS THE PRINT QUALITY RESULT?

As with your standard pvc materials BIOflex is used for full colour production.

WHAT IS THE LIFESPAN OF A BIODEGRADABLE BANNER?

biodegradable banner has the same outdoor life as a standard PVC banner material.

HOW DO I DISPOSE OF MY BANNER?

When you have finished with the banner, please remove the plastic eyelets and dispose the banner in your rubbish bin.

HOW LONG DOES IT TAKE TO BIODEGRADE?

When you have disposed of the banner it starts to degrade within a few weeks. The banner will totally degrade in 3-4 years.

WHAT CAN THE BIODEGRADABLE BANNERS BE USED FOR ?

BIOflex Biodegradable PVC Banners were recently used at both the New York and London Live Earth gigs as well as for the advertising for Ewan Almighty in the US









4 Shuttle/Times & News, Thursday, June 5, 2008 www.kidderminstershuttle.co

Invituation



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Schools fostering the eco message

A HUGE amount of work is going on in schools throughout Wyre Forest to ensure our children understand environmental issues and can take action.

As concern mounts about conserving the planet and improving the environ-ment both locally and globally, more and more schools are taking up the eco challenge.

They are being spurred on by organisations such as Eco Schools and locally the Bishops Wood Environmental Centre at the National Grid sub-station on the

outskirts of Stourport.
Kidderminster's King Charles I
has become the first Wyre Forest
secondary school to be awarded the prestigious green flag by Eco Schools, recognising its environ-mental work. Stourport, Bewdley and Wolverley secondary schools are also improving their green credentials, having been awarded the scheme's bronze award.

Nine other primary schools have achieved bronze or silver, two have their first green flag, Chaddesley Corbett and Sytchampton estey Corbett and Sytchampton primaries have gained their third green flags and St John's CE Primary has gained its fourth, per-manent green flag and won the 2007 West Midlands Sustainable School Award as a first school School Award as a first school.

Even pre-school children are being taught to be green, with Barnabees Nursery gaining its first green flag and the bronze award going to the Hokey Cokey Nursery.

Many more nurseries and reception classes are involved in Forest Schools, where children as young as four are being taken into the countryside and allowed to build shelters, leap into puddles, collect twigs and leaves and sit round a camp fire.

They are also shown how to study berries and fungi and use penknives. It may sound messy and dangerous, but the fact is that the overwhelming majority of modern children do not



Green flag: King Charles pupils Hannah Tainton, 12, Sarah Cobon, Amy Cooper and Conor Toms, all 13, show off their eco award to Wyre Forest MP Dr Richard Taylor.

have enough old-fashioned adventure in their lives.

Forest Schools aims to put that balance right and, because there is a high ratio of adult helpers, activities which are often prohibited as being too risky

Wyre Forest is extremely lucky to have the Bishops Wood Environmental Centre on its doorstep and it is a resource well used by schools throughout the district, as well as across the rest of the county.

It provides experimental education and training programmes that involve first-hand contact with the natural

world, with the aim of helping people examine their own lives, t make links between social and economic issues and give them the skills to enable them to participate in a sustainable society.

All the buildings are energy and water efficient and use materials from sustainable sources and the grounds are managed as sustainable woodland and other habitats.

The centre has been involved in the installation of the first "rocket composter" in a Worcestershire school as Bewdley Secondary School took delivery last month of the large sealed steel container which makes compost from leftover dinners.

A highly efficient electronic motor costing just 50p a week – drives a spindle which keeps leftovers turn-ing, and, mixed with wood chippings supplied by the district council's parks department, composts rapidly and will be used in the school grounds.

It can handle 600 litres of food waste a week and with funding from the dis-trict council and West Midland Safari Park, the composter is going to be trialled at other Wyre Forest secondary schools.



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Thank You! To the residents of Wyre Forest for recycling 280/ rubbish last year.

- Remember you can also recycle the following in your kerbside boxes:
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- **Clean Aluminium Foil**
- **Empty Aerosol Cans**

For more details call 01562 732928 or see www.wyreforestdc.gov.uk



Wyre Forest District Council are again running their really rubbish roadshows in June and July to help you manage your waste. Look out in the press for further details soon.



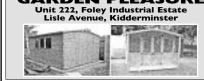
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WORLD ENVIRONMENT DAY 2008

Recycle...

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Crossway Green, Stourport

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DECYCLING is an important factor in conserving natural resources and greatly conributes towards improving the environment. Here are some helpful hints about recycling in and around the home.

Wyre Forest District Council's successful kerbside recycling scheme has resulted in a huge reduction in the amount of waste going to landfill sites.

Almost 43,000 homes within the district receive the kerbside recycling service, with 28 per cent of rubbish now being recycled – the highest amount in the West

A massive 97 per cent of households are now able to recycle their plastic bottles, food and drink cans, glass jars and bottles, paper and textiles through the scheme which was introduced in 2003. Other items such as furniture. electrical equipment, building materials and garden waste can be recycled at the district's house hold waste sites run by the county council. A number of charities

hand furniture. When shopping, buy products that can be recycled easily such as glass jars and tin cans.

and second-hand shops will be

glad to accept decent second-

Buy products that have been made from recycled material. You can tell if a product is eco-friendly by looking at the label on the packaging. Avoid buying hazardous materi-

al. It is difficult to recycle products that contain hazardous waste. Try to find safer alterna tives to household cleaners and buy non-toxic products whenever

RECYCLING IN THE GARDEN

• Composting is a process where waste degrades into compost, which can then be used in your garden to help it grow. It is an excellent way to recycle garden and kitchen waste such as plant trimmings and leftover food. But be careful not to include cooked food, meat or dairy products, nappies or diseased plants.

• Grass cycling is an excellent way of recycling grass cuttings after mowing the lawn. If you can leave the cuttings on the ground instead of throwing them away, they will turn into nutrients and act as a fertiliser in the soil. Alternatively, they can be composted, but make sure you get a good mix of materials in your

compost bin to help the process • Planting trees in your garden helps to improve the environment by reducing global warming and providing a home for many animals, birds and insects. Also, choose mainly indigenous plants for your garden to provide habitat and food for native creatures.

Reduce...

7OU can reduce the amount of waste you create by L choosing what rubbish you

throw away. This can be easy and fun – just follow these simple guidelines to reduce your waste at home, school or work.

 Waste reduction starts at the supermarket. By making slight alterations to your shopping list you can significantly reduce the amount of waste created in and around the home.

 Buy only what you need. Reduce unnecessary waste by avoiding those pointless pur chases. Items that rarely get used can be borrowed or shared with others.

 Buy products that can be reused. Buy bottles instead of cans and rechargeable batteries Items such as this create very little waste, as they do not have to be thrown away after they have been used just once. When entertaining, think whether you really need disposable cups, plates and cutlery, especially if

you have a dishwasher.

• Buy all-purpose household cleaner. This cuts down on wasteful packing, harmful chem icals and saves you money. A different product for each cleaning

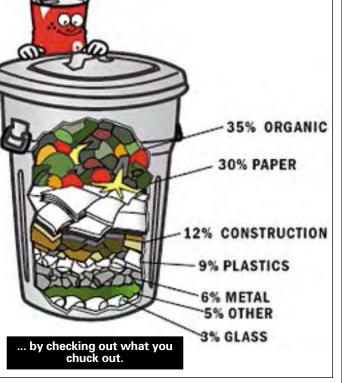
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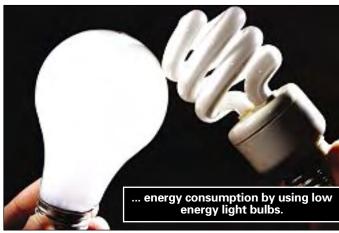
• Buy products with little packaging. Less packaging will end up in your rubbish bin. For those items you use regularly, buy them in bulk instead of in smaller amounts. This will save you money as well as reduce

Sell or give away unwanted items. Reduce waste by donating unwanted items to family, friends or neighbours. You could even sell your possessions in a car-boot sale and earn some extra cash.

• Reduce paper waste by can celling unwanted mail. You can unsubscribe to many national mailing lists by contacting the Direct Marketing Association www.dma.org.uk or visit the Mailing Preference Service at www.mpsonline.org.uk

 Reduce energy consumption.
Use low energy light bulbs, ensure your central heating boiler is serviced regularly so that it runs efficiently, insulate your home, do not leave taps running needlessly, hang out the washing rather than tumble dry and when buying new electrical items, such as fridges and wash-





ing machines, check their energy fficiency ratings.

 Many hazardous products cannot be recycled as they contain harmful chemicals. However, there are ways of reducing waste by dealing with hazardous products in the cor-

• Use all of the toxic product, such as furniture polish, so there is no hazardous material left in

the container when it is discard

 Find safer alternatives to hazardous household products. You can even make your own household cleaners using products such as baking soda and vinegar. Olive oil with lemon juice is a good alternative to fur niture polish and using scented candles are a good alternative to air fresheners.

Re-use...

ANY items found around the home can be used for different purposes. So before you throw those items away, think about how they can be

Below are some suggestions of how to reuse those everyday bits and pieces.

■ Reject plastic bags in super-

markets but if you do take them, re-use them every time you go shopping or as bin bags around the house. Paper bags make usefu wrapping paper while twist ties can be used to secure loose items together, such as computer wires.

 By sticking labels over the address you can reuse envelopes. Alternatively, old envelopes can be used as scrap paper to make notes

 By cleaning glass jars and small pots, you can use them as small containers to store odds and ends • Newspaper, magazines, cardboard and bubble wrap make useful packing materials when mov-

ing house or storing items.

Old clothes can be donated to charity shops or jumble sales. Worn out clothes can be cut up

and used as rags..

• Packaging items such as foil and egg cartons can be donated to schools and nurseries, where they can be use in art and craft projects

USEFUL TIPS The Oldington and Foley Park Community Network's furniture centre, Ricketts Close, Firs Industrial Estate, Oldington, Kidderminster, will take old elec people may find a use for them, trical equipment as well as furniture. Qualified engineers refurbish electrical items for sale.

carrier bags given to you by shops or reject plastic bags for more environmentally friendly ones.

 Have a car-boot sale and get rid of some unwanted items. Other

earn some extra cash • Rechargeable batteries can be

reused many times before they need throwing away, opposed to plus it gives you the opportunity to regular batteries that create



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WORLD ENVIRONMENT DAY 2008

Firms do their bit for green future

ny is helping to encourbusiness practice with its envi ronmentally responsible schemes such as the ditching of dream

Global Aluminium based on the Cursley Distribution Park in Shenstone, has just taken steps to reduce its carbon footprint with the exchange of its gas-guzzling vehicles for a collection of the 'greener' choice Mini. Amongst the cars traded in were a Range Rover and BMW 630. With a top-end Range

Rover racking up 352 grams of carbon emissions per km, the BMW Mini is definitely the 'greener' choice. Said to



• Going green: Lesley Hudson with the Global Aluminium team and their new Minis.

be the cleanest ever BMW car, some of the Mini range emit as little as 104

grams per km.
The company, owned by husband

Leslev Hudson, also sup ports other environmen tal and socially responsible schemes such as using low wattage equipment, returnable packaging and choosing to employ local suppliers above other options.

Lesley Hudson, marketing director, says: "We are currently planning to launch a new division Global International Sourcing, so we wanted to show that we were also trying to give a bit back to the community and environment at large.

"I think it's important to stress that we have had a

lot of fun along the way - trying to be a bit 'greener' doesn't have to be seri-



Green pride: Hazel Hopkins and Gareth Vaughan with the Ramada's award.

Hotel with green pol

KIDDERMINSTER'S Ramada Hotel and Resort has scooped a prestigious national award for its many environmentally-friendly achievements.

The hotel was awarded a coveted silver Green Business Tourism Scheme award, after being judged against a rigorous set of criteria covering energy and water efficiency, waste manage ment, biodiversity and more.

Judges were impressed with the Ramada's green initiatives, including recycling centre, light timer switches

new double-glazing, water butts and nature garden.

It also ensures all new staff are given green inductions before starting work, and there are also plans to install solar-powered heating systems.

General manager John Macaskill said: 'We are delighted with the award, and place green issues extremely highly on our priorities. In fact, the whole of the Ramada Jarvis group is working towards a green policy and is accredited for its green business.

ADVERTISEMENT FEATURE



5 Easy Ways to make a difference

household waste

Turn off the lights when you are not in

Don't leave your TV

Avoid using plastic



Supporting World Environment Day 2008

www.communityhg.com

The Community Housing Group has a strong commitment to managing its impact on the environment.

Group Chief Executive, Ray Brookes explained "we believe that working in partnership with local communities is the key to making a difference. That's why we are happy to provide funds to support projects such as Neighbourhood Clean Up Days Environmental Awareness Fairs"

The Company plans to make all of their homes more energy efficient. This includes technologies such as condensing boilers, thermostatic radiator valves and loft insulation. In their first Shared Ownership "Eco" home, they demonstrate simple ways to reduce water wastage through low volume WC cisterns, ionised showers and have fitted a solar powered heating system. They are the first landlord in the district to include a reed bed filtration system in their new homes development in

As a business, the Company strives to reduce its carbon footprint. They are replacing their fleet with more fuel efficient vehicles, fitted with Route Planners to help minimise unnecessary driving. They also recycle waste materials including shredding branches and waste wood to make bark chippings and mulch for the Company's shrub beds.

"We are planning for the future, today" said Ray Brookes.

Answering your recycle questions

Follow law on disposal vehicles

THE scrapping of old, unwanted vehicles must meet exacting environmental standards set down in law. It is the responsibility of the regis

tered keeper to obtain a Certificate of Destruction, or face costly consequences when the authorities discover a vehicle has been illegally

scrapped.
These certificates can only be issued by a vehicle dismantler licensed by the Environment Agency and the DVLA as an authorised treatment

To be licensed, the business must show it has invested in the expensive specialist equipment to ensure com-pliance with the latest European . Union rules on pollutant waste and recycling.

Necessary equipment includes a machine that separates the tyre from the wheel which is then crushed. It has been illegal to dispose of tyres in landfill sites since July 2006 and dismantlers have to pay for them to be taken away by a licensed company

for recycling. Vehicle parts not required as spares have to be carefully disposed of in accordance with the legislation, as do all fluids which must be carefully drained from the compo-

The certificate. which cannot be charged for, ends the owner's responsibili-ty for the vehicle and it is the duty of the dismantler to inform the DVLA that it has been scrapped.

Without this important document the registered keeper is still liable for what becomes of the vehi-



TO help promote this year's big recycle week Wyre Forest District Council and Worcestershire County Council will be holding an event outside Kidderminster Town Hall tomorrow from 11am until 2pm. Residents can pop along and see

the recycling bus and ask any questions they may have about

recycling.

• Members of the county and district recycling teams are pic-tured at Kidderminster Carnival

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ALL CEE'D MODELS COME WITH 7 YEAR/100,000 MILE WARRANTY' AND 10 YEAR ANTI-PERFORATION WARRANTY" AS STANDARD. THE OFFICIAL FUEL CONSUMPTION FIGURES IN MPG (I/100km) FOR THE KIA CEE'D RANGE ARE: URBAN: 31.7 (8.9) - 49.6 (5.7). EXTRA URBAN: 48.7 (5.8) - 67.3 (4.2). COMBINED: 40.9 (6.9) - 60.1 (4.7). OFFICIAL CO₂ EMISSIONS ARE 125 - 165g/km.

Prices correct at time of going to press and specification shown is subject to change without notice 'Model shown is Kia cee'd 1.4 SR @ £10.495,00 On The Road (OTR) plus metallic paint (£360.00 inc. VAT). OTR price includes VAT, number plates, delivery, 1.2 months Vehicle Excise Duty and Vehicle First Registration Fee. cee'd SR offer price available between 28/05/08 and 30/06/08, subject to availability. *cee'd warranty coverage, 7 years/100,000 miles - full warranty coverage, 3 > 7 years/100,000 miles - full warranty coverage, 7 years/100,000 miles paint warranty and 10 years/ulmitted mileage anti-perforation warranty. "Annual bodywork inspection required for which a charge may apply.

Advertising Feature NEW CAR REVIEW KIA PICANTO RANGE

LC57 KSX

PIC & MIX By Jonathan Crouch

By Jonathan Crouch
For Kia, the Picanto citycar was a turning
point. When it was launched in 2004, their
Sedona MPV had registered the marque
in public consciousness but it was still a
car you mainly bought on account of its
low price. The Picanto on the other hand,
could square up to its rivals on equal
terms. Kia did rather well with it.
The crucial issue that needed to be
addressed when the time came for a
facelift was the rather low rent interior

facelift was the rather low rent interior (even for a cheap citycar). As you would expect from the thorough Koreans, the

revised model takes steps to sort that out. This Picanto is recognisable by a new front end that features softer lines, a re-designed front grille and more rounded teardrop-shaped headlamps. Existing owners will recognise the rest since every panel from the windscreen back has been carried over from the pre-facelift version. If it ain't broke... As before, the rear is dominated by a large curved glass screen and some very large light clusters. As before, the rear is dominated by a large curved glass screen and some very large light clusters. Inside, some attempt has been made to improve the ambience of the cabin. Higher quality plastics have been used, swiped from the larger cee'd, the car that has also lent this Picanto its classy orange backlighting for the instrument panel. There's a revised layout for all the various functions and you can now plug in your MP3 player to the adaptor now provided. The trim levels kick off with the standard model than run through Picanto 2 before topping off with the sporty Picanto 3 which features a mesh grille, fog lamps and 15" alloy wheels.

Under the bonnet, there's the same petrol choice as was on offer in the original model, with either 60bhp 1.0-litre or 64bhp 1.1-litre motors. You might imagine that picking between these two units on the basis 4bhp will be tricky and you'd be right. The engine's are identical in all aspects except for the 1.1-litre's extra 87cc of capacity. The 1.1-litre is the only model available with the four-speed automatic gearbox and that might swing it for some but the standard 5-speed manual is perfectly agreeable.

FACTS AT A GLANCE

- CAR: Kia Picanto range PRICES: £5,995-£8,095 on the road INSURANCE GROUPS: 2-3
- CO2 EMISSIONS: [1.0-litre] 118g/km PERFORMANCE: [1.1-litre] 0-60mph 15.2s / Max Speed 95mph FUEL CONSUMPTION: [1.1-litre] (combined) 56.5mpg • WILL IT FIT IN YOUR GARAGE?: Length/Width/Heightmm 3495/1595/1480

WHO TO SEE: Clarks KIA, Worcester Road, Kidderminster • Tel: 01562 862822

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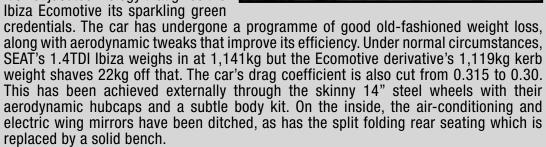
NEW CAR REVIEW SEAT IBIZA ECOMOT

GREEN PARTY

By Steve Walker

Aiming for greener motoring, SEAT wheeled their 1.4TDI Ibiza into the workshop and set to work. They cut unnecessary weight, fitted low rolling resistance tyres, gave it longer gear ratios and adjusted the ECU. Now it does 73.4mpg, emits 99g/km of CO2 and is one of the greenest cars you can buy. Nice work SEAT.

It's not just technology that gives the



At £11,000, the Ibiza Ecomotive is as affordable to buy as it is to run and only £600 more than the standard 1.4TDI Ibiza which comes in plusher Reference Sport trim. 74.3mpg, that's the upshot of all the tinkering SEAT has done to the Ibiza Ecomotive. The 1.4TDI manages 61mpg on the combined cycle in standard form, so the Ecomotive modifications do have quite an effect. CO2 emissions are directly-linked to the quantity of fuel burned so the Ecomotive manages a similarly impressive 99g/km output.

FACTS AT A GLANCE

- •PERFORMANCE: 0-60mph 12.8s/ Max Speed 110mph •CAR: SEAT Ibiza Ecomotive
- •PRICE: £11,000 £11,630 on the road •FUEL CONSUMPTION: (combined) 74.3mpg
- •STANDARD SAFETY FEATURES: Twin front airbags, ESP, seatbelt pre-tensioners
- •WILL IT FIT IN YOUR GARAGE?: Length/Width/Height, 3953/1698/1441mm •INSURANCE GROUP: 4 [est] •CO2 EMISSIONS: 99g/km

MONTH

WHO TO SEE: Clarks Seat Worcester Road Kidderminster Tel; 01562 862822





Tel: 01562 862822

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Official fuel consumption for the SEAT (biza 1.4 TD) 80PS DPF Ecomotive in mpg (fitres per 100km); urban 57.6 (4.9); extra-urban 88.3 (3.2); combined 74.3 (3.8). CO, emissions 99 g/kr



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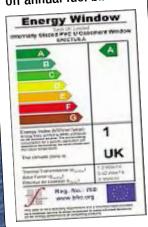
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