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DRIVING BRITAIN TO LOWER EMISSIONS



Are you doing your bit?

Britain may have missed its targets for cutting carbon dioxide emissions, but consumers in the UK can still do their bit for the environment by driving cleaner, greener cars - like Honda's low-emissions Civic Hybrid, which goes on sale this week.

As it emits only 109 g/km of CO₂, over a distance of 100,000 miles the Civic Hybrid would save* nearly 10 tonnes of CO₂ from entering into the atmosphere - that's seven times the

weight of the car itself!

(*compared to a standard car emitting 170 g/km of CO₂.)

It's official: Hybrid cars are good for your wallet

New research into public thinking on greener cars shows they are still thought of as expensive alternatives - but the truth is they are no dearer than a standard petrol-engined car.

Honda's latest TNS survey found that 77 per cent of drivers are put off buying a hybrid because of financial reasons.

The following should reassure them:

- 1) Civic Hybrid has an insurance rating of just 7 - saving approximately 10 per cent over the Civic 5-door (insurance rating of 9)
- 2) Over 3 years and 36,000 miles the combined mpg of 61.4 should deliver just under £1000 fuel saving
- 3) The residual value of the Civic Hybrid - according to new figures from Glass's Guide - is 39 per cent after 3 years/60,000 miles (just for reference, the Toyota Prius has an RV of 34 per cent)
- 4) No congestion charge for Civic Hybrid - £8 a day saving every time the car is driven in London.



Why compromise?

Who said Hybrids were a compromise? The Civic Hybrid has more power, more torque and a higher top speed than a 1.6 Ford Focus. Plus, it looks great too - not like an ugly 'car of the future'.

	PS	Torque	Top Speed
Civic Hybrid	115	114 lb ft	115 mph
Ford Focus 1.6 110 Ghia	100	110 lb ft	111 mph

It's lean, green and keen-ly priced

Starting from £16,300, the Honda Civic Hybrid is Britain's most keenly-priced Hybrid - £1200 less than its nearest rival, the Toyota Prius.