



January 2024 Update

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'Elm Tree Cars' @ Facebook

❑ ! HAPPY NEW YEAR ! ❑



BMW M2

*Just £25,999*



VOLVO XC40

*JUST £24,799*



AUDI Q3

*Just £12,999*

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**NEW CAR FOR THE NEW YEAR? ❑  
WE WANT TO BUY YOUR OLD ONE! ❑**

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## **New Year, New Look For BMW!**

Changing your look for the New Year? BMW certainly is!

After decades of controversial design, the new 'Neue Klasse' generation has been received surprisingly well - although it's certainly not to everyone's taste. Lights will replace long-standing chrome elements, although the iconic kidney grill is redesigned, not banished. BMW believes that 'The risk of not changing enough is bigger than the risk of changing too much.'



This vision will see BMW to 2030 when they plan to release their first hydrogen models. Hydrogen is a big bet for many manufacturers and BMW already has a fully tested model ready to go, the iX5, with a **6kg**



hydrogen tank that can be refuelled in under 4 minutes to provide its impressive 396 BHP engine with a range of 500KM. So why wait until 2030 to release the iX5 onto our roads? The answer, as always, is infrastructure. Despite the fact that Hydrogen cars use around **90% less raw material** to develop their smaller and lighter batteries, the Government is not supporting hydrogen in the same way as EVs. **The UK currently has just 12 hydrogen filling stations**, whilst in Europe there are plans to ensure that all major roads and large towns have access to hydrogen filling stations. Hydrogen tech is a decade behind EV, but with huge interest from commercial vehicles and big bets being played by the industry, let's hope we're not left behind here in the UK!

## Feeling Intimidated?

If you feel pressured on the road this year you won't be alone! Around **80% of all drivers and 89% of new drivers** and learners certainly do. More than 50% of those questioned by Aviva said that tailgating, followed by high-speed overtaking and undertaking were the main issues.

## An AI Christmas!

Elm Tree's Christmas card was designed by AI!

With a few instructions the program gave us various options and our skilled operator (Maha) delicately teased out exactly what we wanted by giving instructions on alterations. The program owners are so confident that what is produced is unique, they say they will cover costs if someone takes infringement legal action! I love the staff here so no one has to worry that their job is at risk - although I might just ask ChatGPT what it thinks... ☐



No..



Closer..



..Yes!

## New Year, Same Old Story..

You are probably not surprised to hear that the UK Government has started 2024 by missing yet another EV target. By 1st January every motorway service station in England was supposed to have **at least six ultra-rapid EV charging points**, instead the RAC found that **only 46 out of the 119 locations met the criteria** set out by the DfT back in 2020. Some services still lack any form of EV charging at all! Figures from the end of 2023 show the UK having a total of around 53,000 charging points, with **just 4505 of those able to deliver ultra-rapid rates**. As slow grid connections are a major factor for the missed target, the Government has now set aside a **£70million pilot fund to get 5-10 sites up to standard. HOW MUCH?! 🤔**

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## January Blues?

Did you know that our sister company, Cocklebury Farm, has dog friendly luxury holiday lets on offer right by the historic Kennet & Avon Canal? Take a few days away from it all and escape for stargazing, marshmallow toasting, fishing, walking, cake & coffee! ☐☐☐☐



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## ULEZ - An Environmental Blunder?

Sorry to get on my high horse, but we are beginning to see the effects of the ULEZ rules creeping into our sales. Once again, interference, however well intentioned, can have serious negative consequences. New drivers need affordable cars but those vehicles are being scrapped inside Greater London (and elsewhere) because they can't be driven without a serious financial penalty - they are also being part exchanged on a government scheme and scrapped!

People likewise can't always afford to buy electric vehicles or more expensive cars that meet the new regulations. How can it be reasonable to encourage the building of new vehicles, with all the resources and energy required for production, rather than making the most of cars already on the road-many of which actually have extremely low emissions, especially many newer diesels which are being unfairly penalized, especially when compared to older, polluting petrol models (which are often compliant).

I'm sure motor manufacturers and their lobbyists love it and its driven sales - but honestly we need a more joined up strategy. Small vans and cars are rapidly being replaced naturally and the cost of fines and enforcement seem to me to be an eye watering waste of resources.

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## New Year – New Helper!

Keeping up the tradition! Mark's grandson, Alex, is pictured below helping to clean the company mini used for advertising. His mum Laura started even younger (pictured over 30 years ago).. She claims I still owe her for that job!



**ALL THE BEST FOR 2024 !!**

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