



March 2024 Update

01672 511777

'Elm Tree Cars' @ Facebook

□ ! HOP ON DOWN THIS EASTER ! □



BMW X1

M SPORT

Just £17,499



MINI HATCH

COOPER EXCLUSIVE

JUST £17,499



AUDI Q2

QUATTRO S LINE

Just £16,299

An 'Eggs-cellent' Choice By The Public!

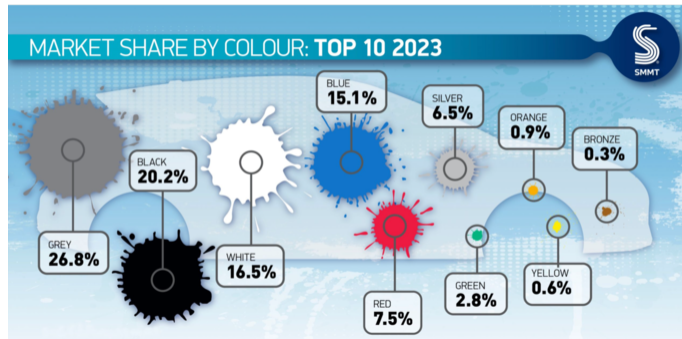
Volkswagen have been hunting a perfect colour name for their new T-Cross release this Easter. Clearly they had forgotten about the nation's sense of humour when they decided to let the public vote (Boaty McBoatface springs to mind) - so 'Clear Blue' and 'Kings Red', say hello to.. **'Rubber Ducky Yellow'**! The manufacturer's original choice was 'Grape Yellow', but 46% of voters put Ducky at the top □□ Volkswagen said in a statement that they think the name is "a really eggs-cellent choice" despite many saying that "a public vote is a quackers idea"...



More Green Cars On The Road..

..But not in the way you might expect! 2023's vehicle registration data has been released and hues of Green secured their **highest market share in 19 years at 52,426 cars (or 2.8%)!** □ Whilst **monochrome filled the podium for a 12th consecutive year**, representing more than 3 out of every 5 new cars sold, the tail end has become more vibrant. Black, White, & Silver have all lost market share year-on-year, as have red and blue. But unusual colours have picked up – **Strathclyde alone registered 677 yellow cars**, and 210 people chose pink! □

The battle also continues at manufacturer level. Whilst Fiat, 'the brand of colours', has ditched grey from its offering, Tesla charges extra if you don't want white. Volkswagen is clearly ahead of the colour trend, Rubber Ducky might do well!



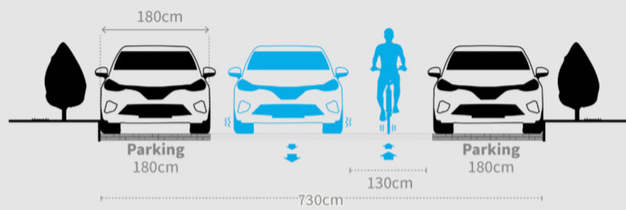
CLICK TO EXPAND

Worried About Your Waist Line This Easter?

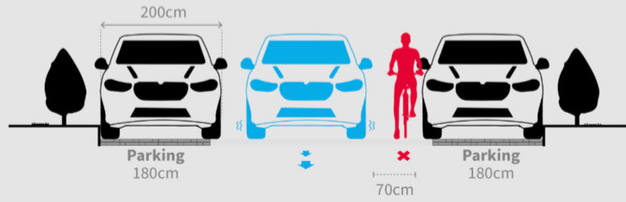
You're not alone! According to research by Transport & Environment (the same group that exposed the Volkswagen emissions scandal back in 2015), **new cars in Europe are getting 1cm wider every 2 years** on average. They predict that this trend will continue thanks to the rising sales share of SUVs, with around **52% of new cars already too wide for the minimum legal size of on-street parking spaces** in major cities such as London, Rome & Paris (180cm). Paris has already taken action, with citizens voting to **triple parking charges for SUVs!** Large luxury SUVs are also getting too large for parking bays. Measuring around 200cm wide, the typical off-street space (240cm wide) doesn't leave enough room to get in and out of the doors - especially tight if you spend the Easter weekend indulging! □

Wider vehicles are also offer taller - crash data shows that **a 10cm increase in the height of vehicle fronts carries a 30% higher risk of fatalities** in the case of collision with

Average new car width: 180cm (200cm with mirrors)



Mega SUV width: 200cm (220cm with mirrors)



a pedestrian or cyclist.

Click Image To Expand

ASA's 'Hot Cross Ban'!

Britain's new ZEV (Zero Emission Vehicle) Mandate might be in trouble as the Advertising Standards Authority (ASA) just ruled that manufacturers cannot describe electric vehicles as being 'zero emissions'!

The surprise decision follows ads run by MG and BMW last year which suggested that their electric

vehicles do not produce emissions during the manufacturing process. The ASA also took issue with these ads suggesting that the vehicles were emissions free even when charged by non-renewable electricity. Green vehicle campaigners are obviously furious.. watch this space!



Can VAT Cuts Offer Salvation For EV Sales?



More EVs were sold in Britain last year than the year before. Good news, right? Sure. But the more important part of the statistics story is that EVs are losing market share for the first time since 2018, taking **just 16.5% in 2023, with only one in eleven private buyers choosing some form of EV.**

And why would uptake be growing?

Since the 'Plug-In Car Grant' ended in June 2022, we have been the only major European player without consumer purchase incentives for EVs, which **have a 30-40% higher upfront cost** than

traditional combustion alternatives. The solution isn't simple but some are calling for a **temporary halving of VAT on new purchases, forecast to bring an additional 250,000 EVs on to our roads over 3 years.** The RAC has already called for a cut to the 20% VAT rate applied to public chargers, to match the domestic rate of just 5%!

The Spring Budget is announced tomorrow, so watch this space..

An Early Treat From The Easter Bunny!

Better late than never, we are pleased to announce that after a huge response to our Christmas hamper draw, the winner was local customer Jonathan Conning! □

Jonathan 'feels like he wins everytime he comes into Elm Tree, with great service from the team, reasonable prices and great cars'.

Thank you to everyone who took the time to enter and we look forward to seeing you throughout the year of 2024 for all your motoring needs!



HAVE A CRACKING EASTER! □

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