



September 2024 Update

01672 511777

'Elm Tree Cars' @ Facebook

□ HELLO AUTUMN □



VOLKSWAGEN TOUAREG

V6 R-LINE

Just £30,499



AUDI Q2

TDI TECHNIK

JUST £16,199



MINI COUNTRYMAN

ALL4 CLASSIC

Just £13,399

Deer Oh Deer! □

Deer collisions spike in Autumn and they're more common than you think, with approximately **1 in 200 drivers** experiencing this type of accident in their lifetime! **68%** of deer-related accidents happen between sunset and midnight or at dawn during their peak mating season from October to December. These accidents aren't just dangerous—they're costly too, with an average repair bill of **£2,000!** Worse, they cause around 20 human fatalities annually in the UK. In total, 74,000 deer are involved in UK



collisions every year, mostly on rural roads. So, if you spot one deer, slow down—because there's a good chance their friends are close behind!

Has the World Gone Mad? □

A senior female industry boss has recently given her top tips on how to appeal to a female customer base. They include (and this is not a joke):

1. Social media (*duh*)
2. Emotional language like: "it's fun" - "we are here for you" (*really?!*) - "you can talk to us just about paint colours if you want, because that's a great reason to buy a car" (*WHAT?! The MG might look great in yellow but that doesn't mean you should buy one*)



She goes on to suggest putting cars outside gyms and commends Volvo for its "Eden sessions" because it's a really ecologically sound setting and marries up well with EV in a lifestyle atmosphere.. Being a dinosaur, I have no idea what "Eden sessions" are about, but currently, electric vehicles generally don't make environmental sense in my opinion, no matter where you try and sell them. But come in and buy one of our lovely green cars if you like— that sort of decision-making certainly makes our job simpler!!

Wasting Money - Your Money! □

A TVR project leaves taxpayers losing millions! The Welsh government recently spent **£12 million** on a site in Ebbw Vale, Wales, in an attempt to schmooze TVR into starting car production there. There was also a £2 million loan and half a million direct investment made, all on a promise of producing **2000 cars a year with 150 jobs created**. TVR says they are currently unable to proceed.

The Welsh government does have options: *1. Sell the site for £7.5 million—a loss of almost £5 million *2. Lease

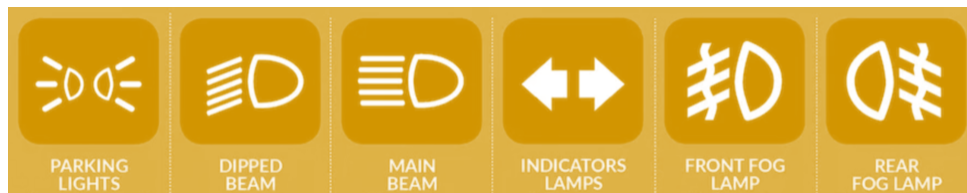


it for £750,000 a year.. They opted for option 2 but (local estate agents aside) never trust an estate agent. There has been no interest for the last nine months and TVR has just announced they are moving to Hampshire. The Welsh government does own 1.6% of TVR, so let's hope those shares

go up!

Feeling The Brain Fog? ☐

Fog lights are crucial for safety in low visibility, but they're often misused! Did you know that here in the UK, rear fog lights are legally required when visibility drops below 100 meters, while front fog lights are optional? **25% of UK drivers apparently don't know where the fog light switches are** and **47% use them incorrectly**, risking a **£50 on the spot fine!** Fog lights also consume more battery power than regular headlights, something to consider on a cold morning, especially if you drive an EV!



The Law of Unintended Consequences.. ⚖️

Kier Starmer wasted no time setting the tone for the upcoming "painful" Autumn budget, which will see things "get worse before they get better". The car market here in the UK is no exception. The boss of Stellantis (Stellantis operates Vauxhall, Peugeot, Alfa Romeo, Abarth, Maserati, and Jeep in the UK) recently said that if there was no help for the motor industry, then steps such as ending car production at Ellesmere Port and Luton would have to be considered. She expressed concerns about



EV sales and called for a cut in VAT and other incentives for buyers to help manufacturers reach the **mandated 22% EV sales target** set by the UK Government. Manufacturers that fail to reach this target will be **fined £15,000 per car!** Just the sort of support struggling manufacturers are looking for Stellantis said they will effectively stop selling petrol and diesel cars later this year in order to meet the target, their **profits having crashed by 47% in the first half of 2024**. Maserati could be an early victim of their cost saving initiatives, their global sales having fallen 50% in those same six months, contributing to a **£82 million loss!**



HAPPY AUTUMNAL EQUINOX!

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