

by Sandie Goodwin

JAGUAR DONATES XF TO THE NSPCC

Jaguar Cars has donated what will be the first customer-owned full-production XF to children’s charity, the NSPCC. They will auction the car at a star-studded Masquerade Ball taking place at the Ricoh Arena in Coventry with help from new opera singing trio Elysium. Geoff Cousins, Managing Director, Jaguar UK, says: “Jaguar is proud of its long association with the NSPCC and has worked tirelessly to raise money and awareness of the wonderful work they do to help children all around the UK. In donating the world’s first customer delivered Jaguar XF, we aim to raise a great deal of money to ensure the NSPCC end cruelty to children.”

The new Jaguar XF, which costs will cost from £33,900 in the UK, made its public debut at the Frankfurt motor show on 11th September. – four days after one determined bidder will have secured their very own XF.

Jaguar has chaired the NSPCC Business Group in Coventry since its launch as the NSPCC Coventry Kids Committee in 1994 and to date they have raised over £1.75 million. This year Jaguar has joined forces with Ian Neale Construction Group as headline sponsors of the 2007 NSPCC Ball, which they hope will help the organisation break the £2 million mark.



BRITISH MOTORISTS SHOULD FOLLOW EU VISIBILITY LAWS

Car care specialist, Comma, is campaigning to make carrying a high-visibility vest in the car compulsory, in an attempt to reduce the 250 people killed or seriously injured every year on the hard shoulder. Fatalities on the hard shoulder in the UK account for 12.7% of all motorway deaths, more than twice the average number of fatalities under similar circumstances in several European countries where legislation means it is illegal to drive without having a high-visibility vest on board.

With UK law lagging behind that of Belgium, Spain, Austria, Portugal, Italy and Croatia, Comma has launched an online petition to make visivests a ‘compulsory boot item’ at www.safeandseen.co.uk and Comma

spokesman, Mike Bewsey, said: “Comma has always been on the side of the motorist and this seemed like an issue we could directly impact for the better. The simple precaution of carrying a visi-vest in the boot of the car can really help to save lives”.

Having already positioned itself as a champion of motorist’s safety by lobbying to make brake fluid boiling point testing a mandatory part of the MOT, Comma, is kicking off its ‘safe and seen’ campaign by giving away 250,000 fluorescent visi-vests for free, with 5-litre packs of its Performance Motor Oil during September and October.



COUTURE OVER CONGESTION CHARGE

Lisa Snowden, television presenter and model is pictured here in a unique couture ‘money dress’ made literally from the £2,000.00 she could be saving by driving a new Ford Fiesta diesel in the congestion charge zone next year. The ‘money dress’ designed by a student from the London College of Fashion comprises four hundred £5 notes. The Bank of England kindly gave their permission for the £5.00 notes to be used in this unusual manner. “It is important to me to be aware of my carbon footprint and to keep motoring costs down. I’m a busy girl - in and out of London all the time - and so saving myself £2,000 on travel means more in my pocket for the good things in life – like a spending spree!” Lisa commented at the photoshoot.

The Ford Fiesta 1.4 TDCi emits 119 g/km and the 1.6 TDCi 116 g/km and is priced from £9,295.00. Both engines passed the tough Euro IV emissions regulations and also qualify for a low yearly road tax levy of just £35.00.

