

## MOTORING MATTERS by Sandie Goodwin

### PROCEED TO YOUR KIA DEALERSHIP

In its new pro-cee'd, Kia has a good looking car, which comes with a great specification and all at a value for money price. I recently road tested a 1.6 litre petrol model. With prices starting from £12,295 and Kia's amazing 7 year warranty, the pro-cee'd followed on from the cee'd model launched last year.

As this model is a three door model, the doors are larger than those on the cee'd and stops at 25- and 50-degrees hold the doors firmly in tight spaces, while at their maximum the doors swing open to a 70-degree angle to give an extra-wide opening. Other features I liked were the roof spoiler, fog lights, an oval exhaust pipe. Kia have succeeded in making this model look sportier than the cee'd, with its side belt line which runs round to the all-new jewel-like lamp clusters.

The interior has a centre console housing the RDS stereo radio/cd player, together with iPod compatibility, USB port, AUX. input and MP3 capability, all these are standard. Controls for the radio and a hands free telephone were on the steering wheel of my test model. The screen in the console also gives the on board information for the vehicle such as how long before the fuel tank needs refilling, part of the Trip computer (with four functions). With the model we tested, it is a surprisingly long distance before it needed refuelling, averaging around 500 miles per tankful. Kia say this equates to around 44mpg. There is a central speedo, with rev counter on one side and fuel/temperature gauges on the

other. Kia's latest motor-driven power-steering system (MDPS) is fitted as standard which helps save fuel – the company's engineers calculate that it reduces fuel consumption by three per cent compared to a conventional engine-driven system. Air conditioning and alloy wheels are standard on every pro\_cee'd, while a sports equipment pack is fitted to the two upper model series.

From the outside the pro-cee'd looks sporty, with its low sleek roofline and I found the ride was firm. Seats were comfortable with plenty of options to get in a good driving position, with rake and reach steering adjustment as well as driver's seat adjustment for height and also lumbar support.

Access to the rear seats is easy, with plenty of leg room, although

not quite so much headroom as the front as the roof height slopes. The boot is also impressive, with over 1100 litres of space.

Other pro-cee'd models are a 1.6-litre turbodiesel; as well as the 1.6-litre I road tested there is also a 1.4-litre petrol alternative. The five speed manual gearbox comes as standard on the 1.4 and 1.6 litre models, while the 2-litre turbodiesel comes with a six speed manual gearbox. An automatic is an option on the 1.6-litre petrol model, and has four forward gears. Insurance comes in at group 5 for the lower-powered 1.6-litre diesel and 1.4-litre petrol, group 6 for the higher-powered 1.6-litre diesel, group 6 or 7 for the 1.6-litre petrol, dependent on trim and group 9 for the 2-litre turbodiesel sport model.

When Kia launched the cee'd, the company wanted a name which emphasised that the car is a European car that just happens to come from a Korean manufacturer.

They took the initials of the European Economic Community, or CEE and added 'ED', for European Design, knocking out the third 'e' and replacing it with an apostrophe. With an on going advertising campaign with great tv ads currently running, Kia are certainly bringing their name to the attention of the car buying public. With the pro-cee'd, buyers will be getting a sporty car with a fantastic 7 year warranty and great value for money.



### ECOMOTIVE TO HELP NEW DVLA CAMPAIGN

Seat's Ibiza Ecomotive is ultra clean and green and now you could win one, in a new online road tax renewal campaign by DVLA. Taxi drivers are already choosing to renew their tax discs online or by phone as it is quick and easy – not to mention saving precious time lining up in the Post Office queue! The Ecomotive has been chosen by bosses in Swansea as the star prize car in the competition which will see nine of the Ecomotive Ibiza cars being given away in monthly draws over the next few months. Renewing your road tax online or by phone is a simple process which is said to take around four minutes to complete.

The campaign was officially launched in London's Trafalgar Square, where Seat's British Touring Car Championship driver Jason Plato took on members of the public, as well as grid model Alexia Dean, in a special four-minute remote control car race, with miniature versions of the Ibiza Ecomotive.

The full size versions of the supermini are capable of returning a remarkable 74.3 mpg on the combined cycle while generating just 99 g/km of CO2 so is one of only a handful of new cars exempt from any Road Fund Licence charge.

With more than 26 million customers to date, DVLA's online and phone services to tax and SORN vehicles has already proved a huge hit

with drivers, and this campaign is designed to increase usage further still. SEAT UK's National Communications Manager, Rob Taylor, said of the deal: 'The DVLA's decision to select the Ibiza Ecomotive as the prize car in this huge prize draw, open to literally millions of motorists right across the UK, is great news. Within SEAT we obviously realise and appreciate the benefits of this remarkable car and now the DVLA prize draw will give lucky drivers across the country the chance to do the same – for free!'

To renew vehicle tax or SORN quickly and easily log onto: [www.direct.gov.uk/taxdisc](http://www.direct.gov.uk/taxdisc) or phone 0870 850 4444 or textphone 0870 850 4445.

All applications processed between 5th June 2008 and 31st May 2009 will be automatically entered into the free prize draw to win a brand new SEAT Ibiza Ecomotive 1.4 TDI, with three winners each month.

