

MOTORING MATTERS by Anthony Goodwin

THE NEW KIA CEE'D

It is hard to believe that it has been 2 years since the launch of the Kia Cee'd, when it was the first SW from Kia. It quickly became known for its versatility and space. When I was asked to attend the UK launch of the new Cee'd I was keen to see how they have updated the car with a 7 year, 100 000 mile warranty as standard. In line with other models Kia have changed the trim levels on the new Cee'd making it easier to choose the right one for you. You can opt for either the Cee'd 1, 2 or 3. For those who like green credentials, there is also the Cee'd 2 EcoDynamics, I will go into more detail about this model a bit later in this review.

At first look you can see they have made some changes to the exterior of the car, from the new family front grille first seen on the fabulous Kia Soul which we have already tested. The rear lights have been changed and overall the car has a sportier look. The interior has also been improved with a more premium quality feel.

The tones and textures of the interior materials mean the look and touch of the dash and doors is a much more pleasant experience. One of the first things you notice is the new four spoke steering wheel with more slender cross bars and an elegant twin bar support at the bottom. The spokes are not just there to look good - they also house the standard remote audio and trip computer controls. They also house the Bluetooth and cruise control which come on the 2 EcoDynamics and Cee'd 3. The centre consol has also had some revision with a large centre control switch for the audio system so it's easier to turn on and off and the volume whilst on the move. The standard air conditioning controls have also been moved so they are easier to see and use. This also goes for the

climate control which can be found on the Cee'd 3. Another addition is the lane change indicators, a gentle touch to the indicator stalk and they flash three times. This is great for motorway lane changes.

Along with the trim level changes they have changed the engine line up to. You now get to choose from either 2 petrol's or 2 diesels. So it's either a 1.4 or 1.6 petrol or 1.6 CRDi 89bhp or 114 bhp diesel. There is also the fantastic EcoDynamics version which is based on the 1.6 CRDi 89 BHP engine.

As promised here comes the bit about the new EcoDynamics versions of the Cee'd. Unlike some other marques, with Kia you can get the eco version in all 3 versions of the Cee'd so that's the 3 door Pro Cee'd, 5 door and even the SW. In essence the EcoDynamics version means you get the ISG system (Intelligent stop and Go), this system turns off the engine when the car is stationary. All you have to do is stop, put the car into neutral and lift your foot of the clutch. The engine starts automatically when the clutch pedal is partially depressed. I drove this round the city of Liverpool and found that it worked well. Although it took a little while to get used to, I am sure that if you drove it for longer than I did it will just become second nature.

To add to the Green credentials all cars with 15 and 16 inch wheels have Michelin Energy saver low rolling resistance tyres. The diesel come with a new 6 speed gear box too, all of these details add up to a more greener range of cars. Average fuel consumption for the 1.6 petrol is 46.3 mpg with Co2 emissions of 146 so its £125 road tax per year. If you want to pay less than diesel it is with all coming in at £35, with mpg of 62.8. The EcoDynamics has 67.3 mpg.



Prices start at £11,895 for the 1.4 Cee'd 1 with the range topping 1.6 CRDi 3 Cee'd 3 being £15,945. Kia are taking the scrappage scheme seriously and the 1.4 Cee'd 1 can be yours for just £7,995!

MAGICAL TAXI TOUR

We would also like to thank our friends at Kia for their support during the recent Magical Taxi Tour to Disneyland Paris. Kia sent us two vehicles to help with the convoy, including one of the new Cee'd SW models which had just returned from the launch. Jim Rainbird, a Dial-a-Cab driver and Committee member of The Magical Taxi Tour took to the wheel for part of the journey. He said: "The new Cee'd SW is a lovely car. It drives really well and we were amazed at the space inside – there was plenty of room for all the necessary equipment for our trip. The build quality



is excellent and everything is easy to use and well placed for the driver and passengers."

DON'T BE LEFT IN THE DARK

Four decades ago the UK experimented with running British Summer Time all year round. From 1968 -1971, Britain set its clocks to Greenwich Mean Time (GMT) +1 hour. The thinking was that it would produce lighter evenings so creating a safer driving environment for motorists. According to RoSPA, analysis of accident data during the experiment indicates that 450 deaths and serious injuries could be prevented each year if the UK again changes the way it keeps its time.

However feedback during the trial and after from Scotland and Northern Ireland residents, meant that UK government reverted back and has subsequently stayed with GMT for the months of October to March. However, changing the clocks is not the only way to improve driver visibility. Ring Automotive has launched the XenonMax car headlamp bulb. This bulb produces 100% more light out put compared to a standard bulb. This increase

allows objects to be seen earlier and more clearly, giving drivers additional time to react. They also provide better reflection from road markings and signs. The Ring XenonMax has the widest range of bulbs to fit all vehicle types and their entire front lighting, whether main beam, dipped beam or fog lights. The references are H1, HB3, H4, HB4 H7 and H11.

All can be exchanged easily with no additional wiring or switches. All Ring XenonMax bulbs are UV cut which means they won't damage modern headlamps.

Associate Director of Marketing at Ring Automotive is Caroline Harding. She said "XenonMax takes lighting to the next step. Ring has placed itself at the forefront of vehicle lighting so motorists can benefit from the latest innovation in headlamp performance."



YOUNG MARMALADE INSURANCE

If you have teenagers in your family about to learn to drive, then Young Marmalade could suit their insurance needs. "Getting covered with Provisional Marmalade is as easy as using iTunes or Amazon," says Young Marmalade MD Crispin Moger. "You simply log on, plug in your details and pay a low £90-£99 in advance each month and you're away. Once you pass your test you stop paying. If you want to have a break from practicing you stop paying, then start again when you're ready to go again. Provisional Marmalade changes everything for learner drivers."

Provisional Marmalade means learner drivers have a policy in their own name and aren't added to a parents existing policy. Parents don't have to pay extortionate top up fees for adding a learner driver as they do currently from traditional insurance providers. Young Marmalade won the 'Most Innovative Concept' award in the BT Business Essence of the Entrepreneur Awards 2008 presented by BBC Dragon's Den star Peter Jones, who chaired the judging panel.