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YOUNG DRIVERS STUCK IN THE GREEN MOTORING SLOW LANE

Britain's young drivers are turning a blind eye to global warming, as seven out of ten motorists under 30 admit they don't consider environmental factors when buying a car, according to new research from Lloyds TSB personal loans.

Although green issues top the political agenda, the findings reveal that the purchasing priorities of today's young motorists are not keeping up with the times. The majority of young drivers are looking at more superficial factors, such as condition (79 per cent), make or brand (60 per cent) and colour (24 per cent) in their choice of car. Even those that do opt to go green aren't doing so for genuine reasons, as one in seven admits their main motivation is to impress friends and family.

One in six young motorists admits that environmental issues are simply not important to them. A further six out of ten cite a lack of guidance on green motoring as the main reason for their apathy. Indeed, the findings highlight an absence of green motoring knowledge amongst young drivers, as over 75 per cent admit they have no idea about the fuel economy rating of their current vehicle. In fact, one in five young motorists questioned did not even know that a fuel economy rating system exists.

To help uninformed drivers, motoring expert Quentin Willson has joined forces with Lloyds TSB personal loans to create a *Used Car Buyers Guide* podcast, containing information on going green behind the wheel.

Quentin Willson comments: "In the car buying world green is definitely the new black, but young drivers are proving slow to catch on to the trend. There are many who want to be seen to be green, but more often than not style wins over substance for those choosing a new car. It is clear that green motoring is not a short lived craze, so young drivers would be wise to pay more attention to buying more environmentally friendly motors."

However, the research does uncover some positive trends. Under 18's appear to be championing environmental issues, as one in ten parents admit that pester power from their kids is forcing them to go green. At the other end of the age spectrum, more than two thirds (67 per cent) of over 50's rate a vehicle's environmental credentials as a top priority, with almost three quarters (73%) feeling responsible for the planet's future. Similarly eight out of ten (80 per cent) of older drivers would be prepared to drive a smaller, less prestigious car, if it was better for the environment.

Ian Dean, Lloyds TSB consumer lending, said: "Green motoring should not be dismissed as a passing fad. Behind a home, a car is the second biggest investment we make and opting for a car with strong green credentials is a wise long term purchase as environmental factors will become a greater priority for buyers. We are seeing increasing numbers of customers enquiring about green vehicles and in the future we can expect to see more incentives for owners of environmentally friendly vehicles such as road charging exemptions, free parking in major cities and good second-hand values when the time comes to sell."

The Lloyds TSB *Used Car Buyers Guide* podcast contains information on everything from choosing environmentally friendly fuel types through to buying a car online. The guide is available to download free of charge in both podcast or PDF formats at www.lloydstsb.com/loans

Notes to editors:

- Case studies available: Mark Winters who has recently purchased a bio-fuel vehicle
- Research conducted by Ciao amongst 1000 UK motorists in June 2007

For more information:

Amanda Glover / Emile Abu-Shakra
Lloyds TSB Press Office
Tel: 020 7356 2021 / 020 7356 1878
Amanda.glover@lloydstsb.co.uk

www.lloydstsb.com/loans