It is irresponsible to drive around town in a vehicle that does this much damage

Blight on the Road

**POOR VEHICLE CHOICE:**
**DIRTY, DANGEROUS, ANTISOCIAL 4x4**

Number : 1 IN 15 VEHICLES
Vehicle : URBAN 4X4
Was seen at : MILES FROM ROUGH TERRAIN

By a concerned resident

From: CL:1M:ATE To: CH:AO:5
On: YOUR/CON5C/ENCE

Signature of car manufacturer:

.....

Whose advertising led you to believe you needed a heavy off-roader to:
COMMUTE TO WORK / SIT IN A TRAFFIC JAM / TAKE KIDS TO SCHOOL / DRIVE TO THE GYM / TREK TO HOMEBASE ON A BANK HOLIDAY
(Deny if appropriate)

IMPORTANT:

* Most 4x4s in the UK never go off road
* A quarter of carbon dioxide emissions in the UK come from road vehicles
* A big 4x4 can emit more air pollution than two estate cars

Printed on recycled paper using vegetable-based inks and a low VOC emissions process

**Information Slip**

More details overleaf

JOIN THE CAMPAIGN - Re-use this ticket on another "offender" and discover more about what you can do at www.stopurban4x4s.org.uk

**DO NOT PAY NOW**

People are already paying for your choice of vehicle. Do something to reduce your impact on the environment. Find out more on the reverse of this leaflet.

# CONFUSED?

**Be honest with yourself. Did those adverts where the shiny 4x4 dodges Himalayan rockfalls while chasing lions in the Serengeti convince you to buy a car you don't need? What's your excuse for driving one around town?**

### "I NEED A 4x4 TO DRIVE MY KIDS TO SCHOOL"

Our children will have to live in the climate we leave them. Every gallon of fuel burned by your 4x4 puts nine kilograms of carbon dioxide into the atmosphere, adding to the crisis of global climate change. Why not find another way to travel, or switch to a car with the same number of seats but a smaller engine?

### "I'M SAFER IN MY 4x4"

Are you sure? Insurance figures show that you are 25 percent more likely to be in an accident in a 4x4 and twice as likely to roll over on the motorway. What about everyone else on the road? Crash tests and accident figures show that tall, heavy 4x4s are more lethal in collisions with smaller cars, cyclists and pedestrians.

### "I NEED MY 4x4 TO DRIVE OFF ROAD"

Really? Very few so-called off-roaders are actually used off the tarmac. But if you're a farmer or builder, or use your vehicle for a genuine off-road purpose, it's a fair cop – we've got it wrong. Put this ticket on a shiny urban 4x4 and feel vindicated.

### "MINE'S A CLEAN DIESEL MODEL"

Diesel 4x4s emit less carbon dioxide than the petrol models below but they produce more particulate pollution, which is directly linked to higher rates of asthma, cancer and cardiac problems. The UK has the highest level of childhood asthma in Europe and an increasing number of adults are suffering too.

### HOW TO CHANGE THINGS FOR THE BETTER

- **By walking**

  A quarter of car journeys cover less than two miles. Walking the same distance burns off the calories in two chocolate biscuits. Taking children to school on foot is healthier for you all.

- **By cycling**

  Cycling is often quicker and more convenient than driving, and is far better for you and the quality of the air we all breathe. Campaign for more cycle facilities in your area if there aren't enough.

- **By using public transport**

  Unlike in a car, on buses and trains you can work or read. With better services in many cities now, you could even overtake your old self on the way!

- **By sharing a lift**

  If the bus doesn't go your way, why not start a car pool with other colleagues or parents? It's friendly and saves fuel, congestion and time for everyone.

### UK GOVERNMENT FUEL ECONOMY FIGURES

Average carbon dioxide ($CO_2$) emissions of UK cars: 169g/km
All petrol models. Look up other cars and diesels at www.vcacarfueldata.org.uk

| Make | Model | Urban mpg | $CO_2$ g/km | Make | Model | Urban mpg | $CO_2$ g/km |
|---|---|---|---|---|---|---|---|
| Range Rover | Sport 4.2 V8 | 12.4 | 374 | Mercedes ML350 | W164 | 18.6 | 275 |
| Toyota Landcruiser | Amazon 4.7i V8 | 13.1 | 387 | Volvo XC90 | 2.5T | 18.8 | 269 |
| Landrover Discovery | 4.4 V8 | 13.5 | 354 | Hyundai Santa Fe | 2.5 V6 | 19.6 | 252 |
| Mitsubishi Shogun | 3.5 SWB | 14.2 | 339 | Subaru Forester | 2.0 AWD | 23.0 | 220 |
| VW Touareg | 3.2 V6 | 15.2 | 324 | Nissan X-trail | 2.0 4x4 | 23.2 | 222 |
| Mercedes ML500 | W164 | 15.2 | 319 | Suzuki Grand Vitara | 2.0 5-door | 24.4 | 220 |
| Jeep Cherokee | 3.7L | 15.2 | 318 | Honda CR-V | 2.0i VTEC-SE | 24.6 | 215 |
| Porsche Cayenne | 6 speed M6 | 15.9 | 320 | Toyota RAV-4 | 2.0 VVT-i | 25.7 | 202 |
| BMW X5 | 3.0i | 15.9 | 307 | **Honda Civic** | **1.8i VTEC S** | **34.4** | **152** |
| Landrover Freelander | 2.5 V6 | 16.5 | 298 | **SMART** | **Four-seater 1.3l** | **38.2** | **138** |
| Lexus RX300 | SAT5 | 16.7 | 288 | **Toyota Prius** | **1.5 VVT-I hybrid** | **56.5** | **104** |

Full references for this leaflet can be found at www.stopurban4x4s.org.uk