

September 29, 2011

Adelaide GreenZone Drive delivers “green” cars for the public to test

From October 20 to 23 the Adelaide GreenZone Drive will provide the chance for the South Australian public to test drive some of the lowest emission production cars from the world’s leading manufacturers.

The event gives members of the public an opportunity to test drive one of 14 new low or zero emission vehicles to find out just how easy it is to choose an environmentally-friendly vehicle. The test drive will be a 3.5km course through the streets of Adelaide.

The Adelaide GreenZone Drive will take place in Victoria Square, at the same time that the 2011 Veolia World Solar Challenge vehicles arrive, having completed their epic journey from Darwin to Adelaide.

The South Australian Motor Sport Board, organisers of the Veolia World Solar Challenge and Clipsal 500 Adelaide, will host the Adelaide GreenZone Drive supported by the South Australian Government and the Low Emission Vehicle (LEV) Automotive Partnership, with sponsors being RAA, Michelin, The Advertiser, MIX 102.3 and Chargepoint.

RAA Manager Technical & Automotive, Mark Borlace, said with more consumers looking for ‘green’ vehicle options, Adelaide GreenZone Drive will provide an important opportunity to expose people to the choice already available in the market in a welcoming environment away for the pressure of sales people.

“In the next 10 years, it’s estimated that up to 10 per cent of Australian vehicles will be either electric or hybrid, fuelling traditional manufacturers to introduce even greater efficiency in petrol driven vehicle technologies,” Mr Borlace said.

“Consumers are benefiting from this increased competition and being presented with a growing range of ‘green’ vehicle options that are available across many market segments, from luxury cars to SUVs and compact city commuters.”

“In a first for South Australia, Adelaide GreenZone Drive will provide local motorists with a valuable opportunity to experience low emission technologies first-hand and test-drive commercially available vehicles that can help them improve the environmental performance of the cars they drive.”



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South Australian Motor Sport Board Chief Executive, Mark Warren said the event will “bring together in one place both a public showcase of the innovative technologies being tested by the competitors on one of the harshest proving grounds in the world, the 3000km from Darwin to Adelaide, and the latest in green technology production cars.”

“The most unique part of the event will be that visitors to Victoria Square will be able to test drive production cars that feature the very latest environmentally friendly technologies. Cars that in many cases use technologies tested through events such as the Veolia World Solar Challenge.”

Featured in the Adelaide GreenZone Drive test fleet will be two EV (electric vehicle) zero tailpipe emission cars, the Mitsubishi i-MiEV and the all-new Nissan LEAF. Both are examples of how quickly the automotive industry is moving towards a zero emission driving future. Other vehicles on offer to drive include the freshly minted Audi A6 turbo-diesel luxury sedan as well as the Honda Jazz light segment hatch, a diesel-powered BMW X1 sDrive compact sports activity vehicle and the Toyota Hybrid Camry, the first of its kind built in Australia.

Two highly fuel-efficient diesel-powered Renaults, recently voted the best at delivering driver satisfaction in a Roy Morgan poll of Australian drivers, will also be available to test drive.

Within the Adelaide GreenZone HQ will be the opportunity for visitors to see the all-new Honda CR-Z hybrid on display. Combining Honda’s sport and hybrid technologies, the CR-Z is the first of its type in the world. Also featured on display will be BMW’s 520d sedan, a leader in its luxury class for power output and fuel economy.

Visitors to Victoria Square keen to sample a test drive on the specifically laid out Adelaide GreenZone Drive route can book on-line now at www.greenzonedrive.com.au

<<http://www.greenzonedrive.com.au>> or on site during the Adelaide GreenZone Drive dates of 20 – 23 October. Bookings are on a first come, first booked basis.



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Note to Editors

The following vehicles will be available to test at the Adelaide GreenZone Drive:

Audi A1 1.4 TFSI Sport
Audi A6 3.0 TDI quattro
Audi Q5 2.0 TDI quattro
BMW 320d
BMW X1 sDrive 2.0d
Honda Jazz GLi
Honda Insight VTI-L
Mitsubishi i-MiEV (2 examples)
Nissan LEAF
Renault Latitude 2.0 dCi
Renault MEGANE hatch diesel
Toyota Hybrid Camry
Toyota Prius i-TECH

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