

Fuel misers on display in first economy drive

Nick Dalton

daltonn@tcp.newsltd.com.au

THE first economy drive in the Far North will be a feature of a motor-ing extravaganza next year.

The organisers of the Motorshow Action NQ 2010 plan to drive the most economical new vehicles available from Cairns to Mareeba and back to find out which one is the most thrifty to drive in the region.

One of the promoters, Tobia Kipper, said they hoped dealers would supply the most efficient cars from their range for the economy run.

"We'll be looking at petrol, hybrid and diesel, probably five models all up, maybe a Volkswagen diesel, a Toyota Prius, a Ford Fiesta ECONetic and so on," he said.

"We want to see what real economy can be achieved in Far North conditions, not what can be achieved in Melbourne."

Mr Kipper said the run would start in Sheridan St, travel the Captain Cook Highway to Smithfield,



Promoters: Pedro Martinho (left) Tobia Kipper and motor sports competitor Colin Thompson are excited about the Motorshow NQ 2010 planned for late June next year. Picture: SEAN DAVEY

then up the Kuranda Range along the Kennedy Highway to Mareeba and back again.

He said it would be done under controlled conditions and with strict adherence to speed limits.

"It will be done before the motor show and the winner announced

at the event," Mr Kipper said. The motorshow is planned for June 26-27 next year, starting with a parade through the streets of Mareeba on June 25 and two days of displays and action over the weekend of June 26 and 27.

Event co-ordinator Pedro Mar-

tinho said it would be the most spectacular motor event staged in the region.

He said it would be held at the Kipper family's Makotrac on the outskirts of Mareeba and utilise the neighbouring rodeo grounds.

Mr Martinho said some details were being kept under wraps to provide people with a "wow and surprise" factor but there were plans to invite car clubs and dealers to show their most exotic vehicles.

"There'll be something for the whole family from classic Chevs and Fords to Porsches, Ferraris and Lamborghinis as well as the most fuel efficient and high performance cars," he said.

Motor racing action will include drifting, Formula Vee, high performance go-karts, 125cc MotoGP bikes and Super Motards.

There will be defensive driving and advanced driving displays as well as celebrity races.

► For more information go to www.motorshowaction.cve

Generous tax break to lead to last minute sales surge

CAR dealers are expecting a mad scramble as small business owners leave signing up for a new vehicle under the Federal Government's 50 per cent tax break to the last minute.

They have to sign a contract before the December 31 deadline to be eligible for the 50 per cent tax deduction.

Dealers in Cairns say it appears people are going to make a decision just before the deadline. They must sign a contract within the next 14 days, although the vehicle does not have to be delivered until July 1 next year to reap the full benefits of the concession.

Ireland's joint managing director Richard Ireland said the scheme was generous and unlikely to be repeated again.

"I doubt they will get a depreciation advantage like this again. It's a lot of money," he said.

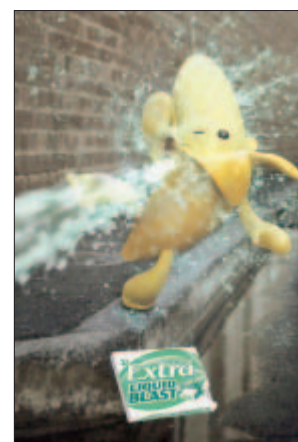
Mr Ireland said buyers needed to discuss the concession carefully with an accountant or a financial adviser to make sure they wisely took advantage of it.

He said many thought the tax break was limited to commercial vehicles such as utilities and vans but it also included passenger sedans and wagons.

Trinity Auto Group Southside general sales manager Simon Wilson said his staff were finding that people had done their homework before coming into the dealership and knew what they were entitled to.



Happy: Steve Hunt of Network CVs bought his new Commodore SS-V Limited Edition using the federal tax break. Picture: SEAN DAVEY



Deleted: A still from the ad in which banana was said to cause plaque.

Bananas fend off ad image

AN animated banana has been scrapped from chewing gum advertisements, days after plans were announced for a day of protest in the Far North.

The Wrigley Company sparked outrage when it featured a banana among a string of unhealthy sugary snacks and described them all as "nasty little things that cause plaque".

The animated television and internet advertisements showed a white-coated laboratory worker trying to fend off an animated banana and a donut, and then showed the characters fleeing when he unwrapped a piece of gum.

Horticulture Australia lodged a complaint with the Advertising Standards Bureau and called on Wrigley to remove the banana character or scrap the advertisement.

A behind-the-scenes battle has been raging for more than a month.

It reached its peak this week when Horticulture Australia's David Chenu declared the banana industry was being treated with contempt and announced a day of protest would be held in January.

Yesterday, a Wrigley Company spokesman said its banana character would be removed from Food Creatures campaigns despite the Advertising Standards Bureau dismissing Horticulture Australia's complaint.

"The Wrigley Company has decided to remove the banana character from the campaign and put this matter to rest," the spokesman said.

Mr Chenu described the announcement as a victory for the banana industry, which channelled more than \$3 million a year into promoting its product as a healthy food choice.

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