

Major award for Minor owner

BATH businessman Charles Ware has received a top award for proving the Morris Minor can be environmentally friendly to own and run, **writes Debbie Cowan.**

Mr Ware – who has run the Morris Minor Centre on Lower Bristol Road for the last 27 years – was recently awarded with a silver 'Green Apple Environment' medal, at a ceremony hosted by the Trade Secretary.

Last manufactured in 1971 – before catalytic converters and other pollution-friendly features became standard, the Morris Minor might not seem the most obvious choice for an environment award, however Mr Ware said: "I was very surprised and pleased to receive the award. I have a radical view of cars. My belief has always been that the Morris Minor is a durable car – one that would stand the test of time.

"It also consumes fewer resources than modern cars. The Morris Minor consumes only 20 per cent of the resources used in modern car production. Its value depreciates over a ten-year period by only ten per cent. In addition, running a durable car costs at least 30 per cent less overall than its modern equivalent."

The Green Organisation is an independent, non-profit group that has issued the Green Apple awards for the past nine years as a means of promoting best environmental practice around the world. Roger Wolens from the organisation said:



Charles Ware of the Morris Minor centre with the 'Green Apple' award that he received for demonstrating that running a Minor uses less resources than a modern car.

"The award shows the environmental and financial advantages of owning a durable car, compared with ownership of an automated modern car."

In 1984 Mr Ware wrote a book on the subject, called *Durable Car Ownership – A New Approach to Low Cost Motoring*, which was published by the Morris Minor Centre.