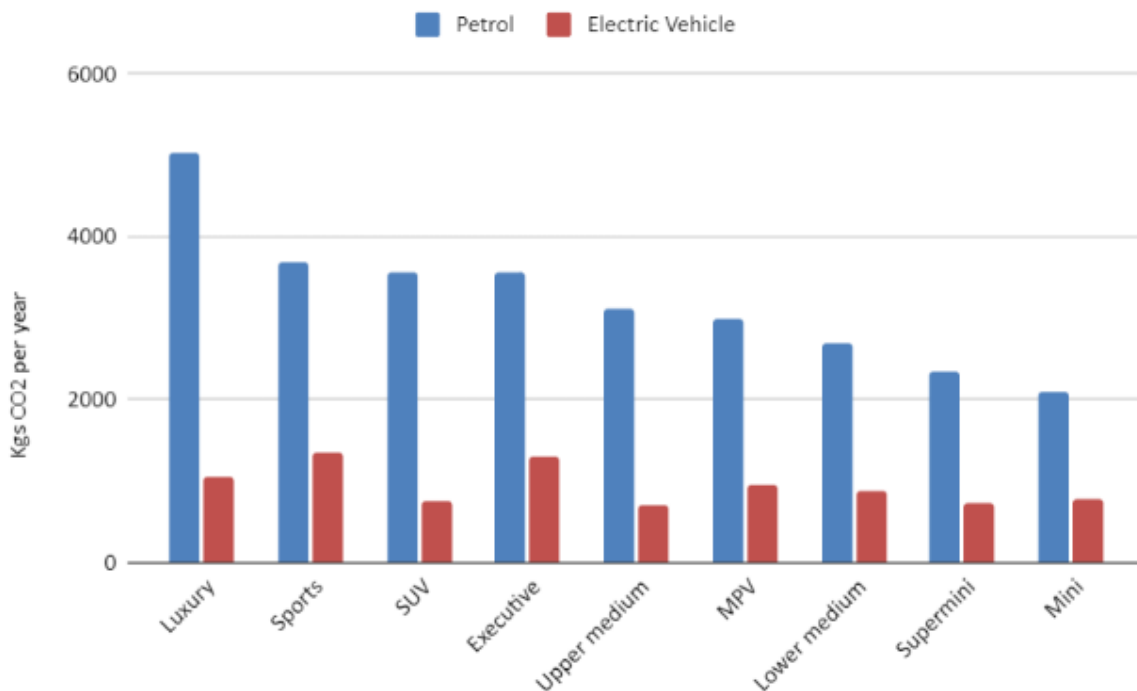


## Today's Feature: The CAR-bon Impact

There's a lot to consider when choosing a car. We understand you want transparent comparisons and data to make a decision. So we started with a focus on carbon and cars. CAR-bon, if you will.

Here are the key things that we found make a difference.

Fuel	Car Age	Mileage
<p><b>Fuel is key</b> to carbon impact. We compared petrol and electric cars.</p> <p><b>Electric cars</b> are definitely <b>more efficient</b>. And size matters -- small cars produce less than half the emissions of larger cars.</p> <p>We should <b>choose the smallest car</b> that meets our needs. And if possible, go electric.</p>	<p><b>Building a new car is carbon intensive.</b> Electric cars have a higher build footprint due to the batteries, but this is coming down.</p> <p>If you travel <b>low distances</b> (less than 5,000km/ year), <b>keeping your old car</b> may be most efficient overall</p> <p>If we travel more, switching to electric is best. <b>Second-hand electric</b> has the lowest overall impact.</p>	<p><b>Reducing our overall mileage</b> by ride sharing, public transportation, or cycling, is the best way for us to make an impact.</p> <p>We should <b>avoid unnecessary trips</b> and cut down miles on the road.</p> <p>Using the money we save on purchasing fewer, greener, longer-lasting items has an extra positive impact.</p>

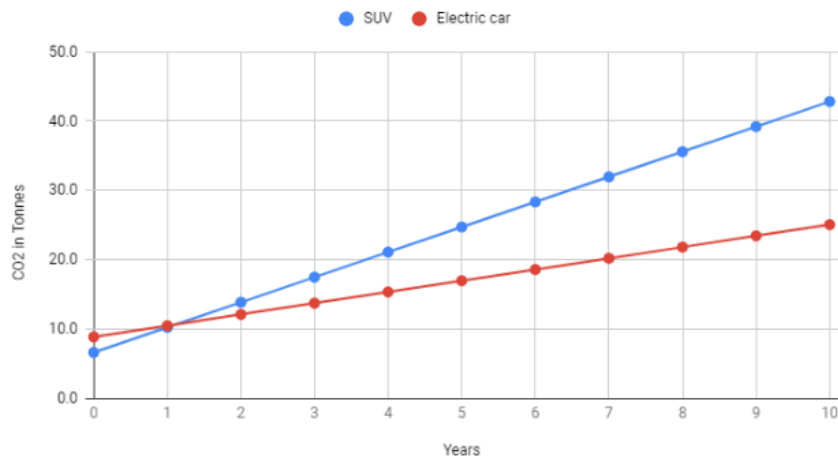


## Comparing a New SUV and an Electric Vehicle



So let's compare a new SUV and a new electric vehicle (EV). The build emissions are higher for the EV. But (based on 15,000km per year) after less than 1.5 years, you have a lower total impact than you would with the SUV. And over 10 years, the SUV generates almost 18 tonnes of additional CO<sub>2</sub> compared with the EV.

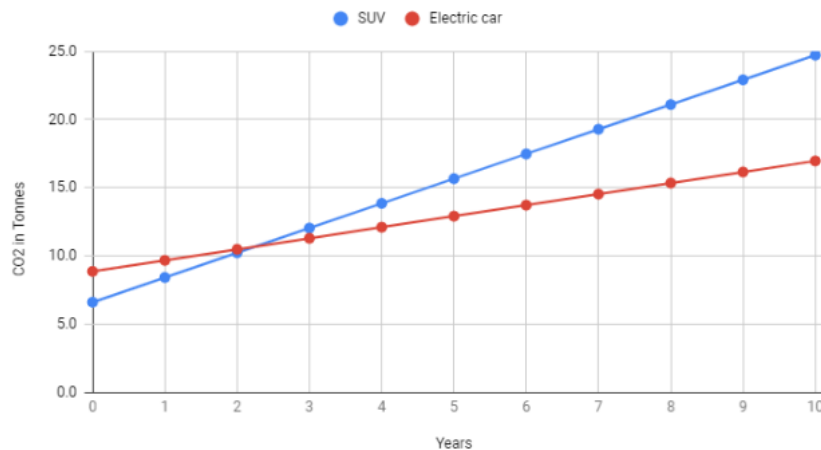
Emission in Tonnes by Year



Let's reduce our total mileage to 7,500km per year. Now it takes 2 years for the impact of the EV to equal that of the SUV, and the total difference over 10 years is less than 8 tonnes.

Regardless of the type of car we drive, the best thing we can do will always be to reduce mileage.

Emission in Tonnes by Year



## **Your Free Car Consultation**

[Get in touch](#) and we'll send your footprint analysis, plus more about our new car comparison tool.

Simply curious about the impact of different cars? Let us know too. We love analysing the data.

## **A Small Team with a Big Mission**

We created KnowCarbon on the belief that with the right information, we can tackle climate change.

Data out there is inconsistent and complicated, making it hard to understand our real impact. We can't reduce carbon without the tools to measure it. So we're making it simple to measure and understand the impact of our choices.

By comparing our cars, tech, lockdown food stash, and even our running shoes, we can make a difference every day (without giving up the things we love).