

Mobil Economy Run

Do you ever look at new car adverts? They normally tell you how good their product is, how much a month it will cost on tick, and on the bottom, in small print the fuel expectations, urban - extra urban - mpg. Its, - all very confusing, to me. Does anyone achieve the mpg claimed by the manufacturer's? An article in the DAILY MAIL casts doubts on the advertised figures in general. With fuel now costing around £6-00 a gall. (I still think imperial - not metric)

and if one had a car that averaged 60 mpg, thats 10p a mile just on fuel, and in my case, 40p to go for the Sunday morning paper.

Do you ever check your cars mpg? or just fill up when the warning light shows? Good fuel consumption figures are a selling point not missed by manufactures in these days of high petrol costs. The best way, is of course, full to full. Some years ago, in 1960 I rebuilt an Austin A40 Farina, including the engine, and on my first run out, I did a f. to f. check and according to the speedometer I averaged 51 mpg. Even a 10% error in the speedo would make it 45mpg. This was in the days of leaded/high octane fuels, and I drove the car with a very light foot running in the rebuilt engine, and my route was over flat country.

Trying to squeeze as many miles out of a gallon of fuel is nothing new. Those of us, who have been round the block a few times, will recall in the 50's, Mobil Petrol Co. (are they still going?) had, I believe, with the Dorset and Hampshire Car Club, organised an event called, what else, The Mobil Economy Run. An English version of their pre-war event, which was run very successfully in the USA and was a good market ploy, to improve customer awareness of their product, state wise, was organised here in the UK. I believe they were run over 2 days, the vehicles were factory fresh, no mods. and had a crew of 2, plus an observer to make sure there was no fiddling (freewheeling down hills, etc.) and were given a set route, to be completed in a certain time. There were 4 classes, based on engine size,

Results show large differences between the same model, in the same class, either well out of tune or a very heavy right foot. There is an art to everything including driving.

May be, we will organise a similar type of event for classic's. It will be something different - and to think about.

More about the Mobil run can be found on the web. Have a look.

http://en.wikipedia.org/wiki/Mobil_Economy_Run

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