

UK's first in-car tai chi guide launched to beat driving stress

LONDON, UK: Leading used car website motors.co.uk has launched the UK's first in-car tai chi guide to help car buyers keep calm behind the wheel after new research revealed that more than one in three motorists and almost half of all men, find buying a car stressful.



The survey of 1025 motorists, commissioned by motors.co.uk found that buying a new car is baffling motorists and confusing car buyers leading to sleepless nights and arguments.

In response to the findings motors.co.uk has teamed up with international celebrity fitness expert and former world karate champion, Dean Hodgkin, to launch the UK's first In-Car Tai Chi video guide. The programme features a series of Tai Chi movements and breathing exercises designed to take the stress out of motoring and to help drivers stay calm.

With exercises such as the 'CAR-dio chill out', 'The Drivetime Detox' and 'The (Steering) Wheel of Life', the video guide features 10 simple exercises ideal for busy drivers to perform from the comfort of their car seat.

The guide includes a series of different exercises that will keep drivers calm on the school run, keep children occupied in the back seat and help commuters boost concentration and stay alert behind the wheel.

First there wasn't calm, 'zen' there was

Created specially with the needs of car buyers in mind, the exercises will also help drivers block out distractions, achieve a 'zen like' calm and to focus on getting a good deal on their next car.

Drawing on the established health benefits of Tai Chi, the video guide will help drivers stay supple in traffic queues with movements designed to help boost circulation and flexibility.

The guide also features the wisdom of Motor Sensei, the website's new brand character who provides motorists with a trusted source of car buying knowledge. Visit motors.co.uk or YouTube to view the guide online.

Mass demonstrations

Katie Wardle, head of marketing at motors.co.uk said:

"The motors.co.uk website has a host of advice and features such as free history checks to reassure motorists and take the stress out of finding a new car. From our research it was clear that buying a car is a major cause of anxiety and the launch of the video guide is a fun way to help our customers to relax and stay calm."

To bring the benefits of In-Car Tai Chi to a wider audience, motors.co.uk and Dean Hodgkin will be visiting towns and cities across the UK throughout August to hold a series of martial arts fitness events aimed at reducing stress levels to help buyer's search for their next car with ease.

Called the 'CARDio Tai Chi Tour', the events will see members of the public taking part in mass CARDio Tai Chi demonstrations led by Dean Hodgkin, to help beat the summer driving blues. For more information visit the motors.co.uk website, follow 'Motorsenseisay' on Twitter or search for Motor Sensei on Facebook.

Rapid growth

Commenting on the launch of the tour, Dean Hodgkin said:

"The CARDio Tai Chi Tour will be a great way to launch the in-car guide and to bring the well-documented health benefits of Tai Chi to a wider audience. The classes are ideal for all ages and are suitable for those who want to unwind and relax as well as those that want a more intensive cardio workout."

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The website was launched in 2007 and has quickly grown to become the UK's second most visited used car network behind *Auto Trader*.

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