



Ford's Recycle Your Ride Recycles Responsibly

Ford rebate program ensures recovered vehicles recycled to highest environmental standards

(London, Ontario May 5, 2010) – Ford's new Recycle Your Ride vehicle retirement program provides consumers an incentive to switch to new Ford vehicles but also ensures that the used vehicles they return through the rebate program are recycled to the highest environmental standards.

Each vehicle returned through Ford's Recycle Your Ride program will be processed in accordance with the National Code of Practice for Automotive Recyclers developed by the Automotive Recyclers of Canada (ARC) Association and Environment Canada.

On April 30, 2010, Ford in partnership with Summerhill Impact announced new incentives available to Canadians. Ford will provide between \$1,000 and \$3,000 in incentives for customers that return vehicles, 2003 models or older, when they purchase or lease a new Ford or Lincoln vehicle.

Adopting, the National Code of Practice for Automotive Recyclers means returned vehicles will be dismantled and de-polluted – a process involving the removal and proper recycling/management of ozone depleting air conditioning refrigerants, hazardous fluids such as anti-freeze and engine and transmission oils, lead, nickel and lithium batteries, lead wheel weights, tires, mercury-containing switches as well as recovery, refurbishment and reuse of various components. Once de-polluted and reusable components harvested the remaining metal will be recycled.

“Unfortunately, most Canadian vehicles currently reaching their end-of-life are not recycled in accordance with the ARC National Code”, observed ARC Managing Director Steve Fletcher adding, “many are shredded or crushed whole allowing toxic substances such as lead, mercury and used engine oils to escape into the environment. Improper end-of-life vehicle management can also contribute to incidents like the recent fire in Ottawa's east end that engulfed a 10-metre-high pile of scrap vehicles.”

Fletcher concluded, "Our participation in Ford's program ensures that collected vehicles will be recycled and properly dismantled and de-polluted. This means a front-end environmental benefit when the consumer buys a new Ford vehicle and a back-end environmental benefit as the car they return is recycled thus reducing discharges of pollutants to the environment and recovering resources for remanufacturing. Ford's Recycle Your Ride is good for Ford, Ford customers and auto recyclers performing to the National Code of Practice. Of course the big beneficiary from all of this is Canada's environment."



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For further information on ARC go to: www.autorecyclers.ca

To view a copy of the National Code of Practice for Automotive Recyclers see:
www.certifiedautorecycler.ca/Downloads/RYR_AB%20Code%20v2%20eng.pdf

Further information on the Ford Recycle Your Ride program can be found at:
www.fordclassic.ca/ryr/en/

Further information on the Retire Your Ride and Car Heaven programs can be found at:
www.summerhillgroup.ca/eng/impact/index.php