



Car Heaven: The Facts

Overview:

Vehicles built before 1995 produce about 19 times more air pollutants than 2004 and newer modeled cars. In fact, one-third of the vehicles driven by Canadians are responsible for two-thirds of the smog created¹. That's why the Clean Air Foundation created Car Heaven, a national initiative dedicated to reducing emissions, improving air quality and protecting the climate by getting old, higher-polluting cars permanently off the road. The program is designed to reward and make it easy for Canadians to donate their old clunkers to be properly recycled. Since 2000, Car Heaven has retired and responsibly recycled over 77,000 old vehicles, preventing over 4,000 tonnes of smog-forming emissions.

The Clean Air Foundation works with major industry partners, government, not-for-profit organizations and charities to deliver Canada's largest and most successful accelerated vehicle retirement program. Due to the program's success, the Canadian government chose Clean Air Foundation to run a national vehicle scrappage program across the country until March 31st, 2011.

Why send your old clunker to Car Heaven:

Reduce Emissions - By retiring the older vehicles in the Canadian vehicle fleet earlier, Car Heaven is preventing emissions to the environment. In 2007 alone, 25,000 Car Heaven participants prevented the release of 13,000 tonnes of carbon monoxide and 1,300 tonnes of smog-forming emissions.

Recycle Responsibly - Car Heaven ensures that all donated cars are properly recycled. Although almost all vehicles are recycled for steel at the end of their lives, hazardous materials which are not removed end up seeping into the ground, being released to our air, or leached into our water. Car Heaven auto recyclers ensure that materials such as oil, gasoline, refrigerants, mercury switches and tires are removed from the cars prior to scrappage to protect our air, water and land. In addition, Car Heaven recyclers reuse any components of the vehicles that are safe to reclaim and which do not contribute to the vehicle's emissions, reducing the need to manufacture new parts.

Support Charities - When you donate your car to Car Heaven, affiliated recyclers pay a fixed fee to purchase the car from the program. The money generated from this transaction is donated to a Car Heaven affiliated charity of the donor's choice. Therefore, not only are Car Heaven participants helping to improve the environment, they are also contributing to charities across the nation. To date, Canadians have generated over \$2.9 million for Canadian charitable organizations by participating in the program.

Get Rewarded - Finally, Car Heaven offers participants a wide-range of incentives to turn in their old vehicle. Donate your old car and you are entitled to the guarantee that your old car is responsibly recycled, a free tow (valued at up to \$200) and a charitable tax receipt from one to over 20 partnering charities for at least \$50. Additionally, you may also be eligible to receive:

- free transit passes;
- discounted memberships for car sharing programs;
- rebates on bicycles;
- a \$750 certificate towards a new General Motors vehicle.

Who can participate?

All vehicles are eligible to participate in Car Heaven. Donors of "live" cars, those in running condition that have been registered and insured with the current owner for the past six months are eligible to receive incentives towards cleaner and more efficient forms of transportation. Cars that are not running, not registered or uninsured can still be donated for a charitable tax receipt. All vehicles donated to Car Heaven are permanently removed from the road and are responsibly recycled.

Although all cars are accepted by the program, vehicles made before 1995 are of particular concern. On average, a 13 year old vehicle produces 19 times more smog-forming emissions than 2004 or newer models. Older vehicles are generally less fuel-efficient and lack the latest technology used to cut air-pollution and reduce emissions. In fact, new cars are so much cleaner that

¹ Environment Canada, Option for Incentives to Accelerate Scrappage of Older Vehicles in Canada: http://www.ec.gc.ca/cleanair-airpur/Taking_Action/Participation?Initiatives_and_Resources/Transportation_Outreach/Options_for_Incentives_to_Accelerate_Scrappage_of_Older_Vehicles_in_Canada_-WS88AA7FDD-1_En.htm.

it would take over a million new vehicles to produce the same volume of emissions as the 77,000 older vehicles which have already been retired through Car Heaven.

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