



CAA-QUEBEC

Attention News Editors:

Canadian Automobile Association Accolades for Environmental Initiatives - CAA Pyramid Awards presented to Toyota and Clean Air Foundation/GM Canada

MONTREAL Auto Show, Jan. 18 /CNW Telbec/ - The Canadian Automobile Association (CAA) presented the 2007 CAA Pyramid Award(TM) for Environmental Initiatives to Toyota Canada for the 2007 Toyota Camry Hybrid at a special ceremony held at the Montreal International Auto Show today. CAA also awarded the Clean Air Foundation and General Motors of Canada (GM of Canada) a joint Pyramid Award of Recognition for their Car Heaven program.

"The Toyota Camry Hybrid is a vehicle that could offer a real-world positive impact on climate change because of both its affordability and its great fuel consumption rating," said Christopher White, Vice President Public Affairs for CAA. "The judging panel was very impressed that the Toyota Camry Hybrid emphasizes on fuel economy and its commitment to hybrid technology by making one of their major brands - the Camry - available as a reasonably-priced hybrid vehicle."

Toyota Canada was awarded the 2007 CAA Pyramid Award for Environmental Initiatives for their 2007 Camry Hybrid. The 2007 Camry Hybrid runs on a dual mode gas-electric hybrid featuring Toyota's Hybrid Synergy Drive system, allowing it to operate at low speeds without its gas engine. It achieves the best-in-class fuel consumption and is available at a lower price point than its competitors.

"TCI has had remarkable success from our wide range of hybrids in 2006," said Stephen Beatty, Managing Director at Toyota Canada Inc. "The Camry is the best selling car in North America and the launch of the Camry Hybrid last spring brought hybrid technology into mainstream appeal."

The Clean Air Foundation and General Motors of Canada received an Award of Recognition for their Car Heaven program. Through Car Heaven, old, higher polluting vehicles are picked up and recycled, including the environmentally-friendly dismantling of vehicles and their parts. In May 2005, Car Heaven forged a partnership with GM Canada to launch a \$1,000 incentive for eligible donors towards a new GM vehicle. The partnership with GM Canada has helped to increase Car Heaven vehicle donations to more than 12,000 in 2006. The emissions of these more than 12,000 old vehicles removed from Canadian roads are equal to the emissions of more than 230,000 new vehicles.

"The Car Heaven program encourages motorists to contribute to a clean environment by donating their old vehicle. Motorists also receive the benefit of the incentive to purchase a more fuel efficient vehicle. It's a win-win situation," says Sophie Gagnon, Director, Public and Government Relations for CAA-Québec. "CAA is pleased to recognize the Clean Air Foundation and GM Canada for their work on the Car Heaven Program."

"Clean Air Foundation has a long history of forming innovative and successful partnerships, to provide Canadians with real solutions that have a positive and tangible impact on the environment", said Ersilia Serafini, Executive Director of the Clean Air Foundation. "Car Heaven continues to be one of our most successful programs, thanks in large part to GM Canada as well as our other great partners."

"At GM Canada we're delighted with the success of the Car Heaven partnership and its very positive impact on the environment," says David Paterson, Vice President, Corporate and Environmental Affairs, General Motors of Canada. "Car Heaven is just one of many ways we are making a difference right here in Canada where GM has the leadership role in engineering and manufacturing advanced environmental technologies ranging from active fuel management and hybrid systems to E85 biofuel and fuel cell vehicles."

Any company that sells or manufactures vehicles in Canada is eligible to submit an entry for the Pyramid Awards for either a single initiative or a collection of initiatives that seek to improve traffic safety or which demonstrate a commitment to the environment. CAA solicits entries during the last three months of the previous year, at which time an independent judging panel of representatives from DesRosiers Automotive Consultants, the Traffic Injury Research Foundation, Pollution Probe and CAA, review each submission and select a winner whose initiative has shown a commitment to either traffic safety or the environment.

The 2007 CAA Pyramid Award for Safety Initiatives will be awarded later this winter.

About the Canadian Automobile Association (CAA)

CAA is a federation of 9 automobile clubs serving 4.9 million members through 140 offices across Canada. CAA provides a wide range of member services and works to improve travelling and motoring conditions at home and around the world.

About CAA Québec

CAA-Quebec (www.caaquebec.com), a not-for-profit organization founded in 1904, provides automotive, travel, residential and financial services, benefits and privileges to its 875,000 members.

For further information: Canadian Automobile Association, Association canadienne des automobilistes, Rhonda Moore, Communications Coordinator, (613) 247-0117 ext. 2026, Cell: (613) 858-6789; CAA Québec, Roxanne Héroux, Spokesperson, (514) 861-7111 x 3210

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