



28.3.2007

“VALUE FROM RECYCLING” -CAMPAIGN WAS A SUCCESS

Finnish Car Recycling Ltd promoted its market share and legal recycling of vehicles increased

The “Value from recycling” -campaign was concluded at the turn of the year. During the campaign period of 15.9.2006–31.12.2006, the number of recycled vehicles increased significantly at the take-back points of Finnish Car Recycling Ltd. Almost 4 000 certificates of destruction was issued during the campaign at the take-back points of Finnish Car Recycling Ltd. When compared to the first three quarters of the year, the number of vehicles delivered to the take-back points of Finnish Car Recycling Ltd increased by over 60 per cent during the months of the campaign and over 1 000 certificates of destruction was issued monthly.

A total of 14 945 certificates of destruction was issued in Finland in the year 2006. The share of Finnish Car Recycling Ltd of these certificates was 60 per cent. During the “Value from recycling” -campaign, this share of certificates of destruction increased to over 70 per cent. Finnish Car Recycling Ltd has 97 take-back points around the country.

Only one-third of recycled cars go through the official recycling process

More than 90 000 passenger cars and vans were scrapped in Finland in the year 2006. A share of 16 per cent of these vehicles was recycled in accordance with the law through the official take-back points, where the certificate of destruction was issued. This means that over 75 000 vehicles were scrapped illegally. The share of legally recycled cars increased to near 20 per cent during the campaign.

Organized automobile sector participated actively in the campaign

A total of 2 800 vouchers were delivered during the campaign. On request, a voucher was given to all, who brought their car to the take-back point of Finnish Car Recycling Ltd during the campaign. The voucher is worth of 500 euros when purchasing a new car and 200 euros when purchasing a used car. The voucher is valid until the end of April in all stores selling new cars. The benefit from the voucher is financed by automobile importers and retail dealers.

The goal of the “Value from recycling” -campaign is to increase the knowledge of the legal recycling system and encourage consumers to purchase a newer, safer and more environmentally-friendly car. At the moment, Finland has the oldest vehicle stock of the so-called old EU countries, the average age is 10,5 years.

Victory in the public contest of the campaign went to Suomussalmi

The victory in the public contest of the “Value from recycling” -campaign went to Suomussalmi. Winner’s mother Tarja Heikura received a voucher worth of 10 000 euros for purchasing a new cars. The new car selected by the winner was delivered by Commercial Counsellor Matti Pörhö, the Chairman of the Finnish Central Organisation for Motor Trades and Repairs.



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Finnish Car Recycling Ltd is a producer group which coordinates the take-back, treatment and recycling of end-of-life vehicles according to the requirements of the EU ELV Directive. Finnish Car Recycling Ltd is owned by the Association of Automobile Importers in Finland.

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