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**New partners join the “Value from Recycling” -campaign  
THE “VALUE FROM RECYCLING” -CAMPAIGN IS BECOMING A SUCCESS**

The third round of the “Value from Recycling” -campaign has started rapidly. According to preliminary information by the Finnish Vehicle Administration, the number of certificates of destruction doubled in May as compared to same time period in previous year. The current campaign has aroused interest not only among consumers and companies, but also in communities. This is explained by the fact that more and more partners are involved in the campaign. Santander Consumer Finance Ltd and City Car Club joined in after the campaign had already started.

Santander Consumer Finance Ltd is part of the Grupo Santander financial institution, which is the largest bank in the euro zone. Santander is a significant financier of car trade and holiday vehicles as well as consumer goods. As an indication of this, the largest number of vehicles was financed and registered by Santander in May 2008.

City Car Club offers cars for common use in the Helsinki Metropolitan Area and the company describes itself as a “self-service car rental”. City Car Club offers a voucher worth 200 euros to those, who recycle their cars at the take-back points of Helsinki, Vantaa and Espoo. The voucher is valid for benefits worth 200 euros at City Car Club and it can be used for paying the sign-up fee or car use charges. The City Car Club voucher is delivered in addition to the official voucher of the campaign.

**Cars in poor condition are removed from traffic through the “Value from Recycling” -campaign**

The “Value from Recycling” -campaign is a national project, which aims at promoting consumers’ knowledge on legal recycling of cars and renewing the Finnish vehicle stock.

During the campaign until 30.9.2008, a voucher is delivered together with a certificate of destruction at the take-back points of Finnish Car Recycling Ltd. The City Car Club voucher is also delivered in the Helsinki Metropolitan Area. Furthermore, the car is deleted from register free of charge. The official voucher is worth 500 euros when purchasing a new car and 200 euros when purchasing a used car. The voucher is valid in all car dealers selling new cars. Vouchers are valid until the end of the year 2008. More information on the campaign can be found in the following website: [www.kierratysarvoa.fi](http://www.kierratysarvoa.fi).

**Additional information:** Finnish Car Recycling Ltd

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- [www.suomenautokierratys.fi](http://www.suomenautokierratys.fi)
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