



17.1.2006

Results of the “Value from recycling”-campaign caught the actors by surprise THE NUMBER OF RECYCLED CARS TRIPLED

The “Value from recycling” –campaign, which was organized by Finnish Car Recycling Ltd and Stena Metalli, was concluded at the turn of the year. The actors of the campaign and the organized automobile sector are satisfied with the campaign. Citizen’s knowledge of car recycling increased and the flow of cars to actors in the grey market decreased. Over 2 200 vouchers were delivered during the campaign.

“Value from recycling” -campaign activated the owners of end-of-life vehicles

Over 2 200 certificates of destruction were signed at the take-back points of Finnish Car Recycling Ltd during the campaign. This indicates that the number of end-of-life vehicles was tripled in the network of Stena Metalli, when compared to same period of the year 2004.

Examined by regions, the greatest number of vouchers was delivered in the regions of Uusimaa (563) and Southwest Finland (430). Proportioned to the number of vehicles, the greatest number of vouchers was delivered in the regions of Southwest Finland and Kanta-Häme.

During the campaign, several take-back points picked up the vehicle free of charge, if the car could not be driven. Thanks to this, many cars rusting in backyards and fields and causing environmental damage, could also be brought into the legal recycling process.

The network of take-back points of Finnish Car Recycling Ltd will expand

The “Value from recycling” -campaign increased the interest of car dismantlers to join the take-back network of Finnish Car Recycling Ltd. At the moment, there are 72 take-back points and Stena Metalli is continuously negotiating on new co-operation agreements.

Recycling and deleting the car from register can be done free of charge by the last owner at the authorized take-back points of Finnish Car Recycling Ltd. A certificate of destruction is given to the deliverer of the car. Annual taxes will end automatically without any paper work.

Automobile sector actively involved in the campaign

The organized automobile sector has been actively involved in the campaign. In addition to importers of passenger cars and vans, almost 500 retail dealers of cars around Finland have participated in the campaign. Benefit from the voucher is financed by importers and retail dealers. The automobile sector hopes, for its part, to support consumers to change their car to a new one, as newer cars are significantly safer and more environmentally-friendly than old ones. At the moment, the average age of passenger cars is 10,5 years in Finland.

Vouchers have been actively used in car stores. Especially, they have been used in purchasing a new car which has caught the automobile sector by positive surprise. Vouchers are valid until the end of March.

Finnish Car Recycling Ltd operates as a so called producer group, which on behalf of the car importers coordinates the collection, treatment and recycling of end-of-life vehicles according to the requirements laid down in the EU Directive on End of Life Vehicles. Finnish Car Recycling Ltd is owned by The Association of Automobile Importers in Finland.



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