



**For Immediate Release:  
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## **A GREEN INITIATIVE THE AUTOMOTIVE INDUSTRY LOVES**

**Toronto, ON (November 12, 2008): LivClean** - Canada's carbon offset and environmental solutions company is pleased to announce an innovative new program to reduce the environmental impact from driving and at the same time provide dealerships with a refreshing, and much needed, business office profit centre. The program promises to reward both car buyers and sellers alike, but the real winner will be the planet.

In order to balance off the carbon emissions that automobiles produce, LivClean, together with Global Warranty and auto dealerships across the country are making it convenient and affordable for consumers to offset their CO<sub>2</sub> from driving. As automobile emissions are one of the largest contributors towards greenhouse gases, the Program's efforts could mean a significant reduction in the overall impact of this valued Canadian activity. On behalf of drivers, LivClean invests in emission-reducing projects that balance off all the emissions a driver will create over the term of their vehicle ownership. These initiatives include activities like sustainable tree planting, renewable energy, fuel efficiency initiatives and methane gas capture, to name a few. The program also aims to educate drivers on behavioural changes that will reduce car emissions directly like anti-idling, proper car maintenance and eco-fuel choices such as ethanol blend gasoline.

The cost to drive carbon neutral is only pennies a day and most dealerships will build the fee right into a lease or loan financing, adding about \$10 a month to the average car payment. By choosing the LivClean Carbon Neutral Automotive Program, car owners can do their part to help save the planet.

"As driving is a person's single most polluting activity in a day, the LivClean Carbon Neutral Automotive Program goes straight to one of the major sources of greenhouse gases. This program not only helps the environment, it provides a solution to help reduce daily emissions, stated **Paul DeVries**, President of LivClean.

**Glen Bessey**, Senior Vice-President of Marketing & Sales for Global Warranty agreed, "Global Warranty is excited to partner with LivClean and bring this product to the Canadian public by way of our dealer network. We hope they will embrace this program to help eliminate greenhouse gases now and in the future."

Both dealers and manufacturers who were given a sneak peak of the program are eagerly anticipating its launch. According to one Automotive Executive, "you have 'hit the nail on the head', as this program provides the ability for dealerships and manufacturers to not only help reduce the negative impact of every vehicle they sell, but it generates an extra revenue stream in a market that's being squeezed from many directions."

LivClean will provide all marketing collateral to enrolled dealerships including signage, P.O.P. materials, vehicle decals, advertising rights and carbon neutral certification. For customers, a certificate will be issued on their behalf towards global carbon offset projects, as well as a

welcome package including various items for their vehicle displaying their carbon neutral driving status.

For more information on how the program works or to register please visit our dealer web site at [www.livclean.ca/automotive](http://www.livclean.ca/automotive) or contact Global Warranty at 1-800-265-1519.

**About LivClean:**

LivClean is a Canadian organization with a global reach devoted to offering quality carbon offset products and solutions to both individuals and businesses. Passionate about making a difference in the environment and helping others reduce their carbon emissions, LivClean's dedication to quality means all carbon offset products meet strict criteria, certification and standards.

Services include: carbon footprint assessment, the procurement and sale of carbon offsets, carbon neutral water heaters, the Eco-Logique MBNA MasterCard and sustainable business solutions, including sustainable positioning strategies, marketing and communications. Together we can truly change the planet for the better! [www.livclean.ca/automotive](http://www.livclean.ca/automotive)

**About LivClean Carbon Neutral Automotive Program:** Specifically developed for the auto industry by industry veteran Phil Ross and partner Paul Patrie to address the automobile as a major source of CO<sub>2</sub> and draw on the industry's unique ability to really make a difference through the retail sale of Carbon Offsets directly to drivers.

**About Global Warranty:** Global a London based company since 1986 and "the leading independent warranty company" had the insight, courage and marketing team (over 4000 dealers and a million customers) to partner with LivClean. Together, with Ross and Patrie, they will introduce this exciting environmental solution to dealers across Canada and the USA.

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