



NEWS RELEASE

Canadian government moves in right direction with new GHG emission regulations for vehicles

April 1, 2010 – Pollution Probe congratulates the Government of Canada for its decision to regulate greenhouse gas (GHG) emissions from new passenger vehicles and light trucks beginning with the 2011 model year.

Transportation is the source of one-quarter of Canada's greenhouse gas emissions. Pollution Probe has been one of Canada's most active proponents of regulations to increase vehicle fuel efficiency levels and reduce GHG emissions from new passenger cars, minivans, pick-up trucks and SUVs.

"The regulations announced today by the Minister of the Environment mark the first regulatory action taken by the federal government to control GHG emissions in Canada", says Bob Oliver, executive director, Pollution Probe. "We are very pleased to see a regulatory framework finally in place to address this important source of emissions. The new regulations will help consumers save money at the pump, drive technological innovations in Canada's automotive sector and most of all help the environment."

Similar policies are being implemented in major automobile markets around the world, creating a global transformation in vehicle engineering and design. "Canada's auto sector can contribute to the global shift towards fuel efficiency and can benefit from it", says Oliver. "We should also focus on complementary policies to support industry innovation, and to engage and excite consumers about the value that fuel efficient technologies represent

A comprehensive backgrounder on this topic is presented in Pollution Probe's *Primer on Fuel Efficiency and Emissions*, launched in partnership with the Canadian Automobile Association on November 26th, 2009. The primer is available at <http://www.caa.ca/primer/> or <http://www.pollutionprobe.org/Publications/AutoPrimer.pdf>.

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About Pollution Probe:

Pollution Probe is a leading Canadian environmental not-for-profit group dedicated to achieving positive, tangible environmental change through its research, education and advocacy programs. Pollution Probe has an active program focused on automobile fuel efficiency, freight movement, public transit, electric vehicles and consumer behaviour. To learn more about Pollution Probe, visit www.pollutionprobe.org.