



NEWS RELEASE

Canada's GHG emissions regulations for vehicles

October 4, 2010 – Pollution Probe commends the government on fulfilling its commitment to regulate GHG emissions from light-duty vehicles in Canada.

Passenger cars and light trucks are a significant contributor to Canada's GHG emissions inventory. These regulations will reduce GHG emissions levels among new cars and trucks sold in Canada, mainly by limiting the amount of fuel consumed per kilometre travelled, making them more fuel efficient.

"Ultimately, this will help drivers to save money at the pump, generating net economic benefits for Canadians", says Bob Oliver, Executive Director of Pollution Probe. "It will also drive technological innovation in automotive design, playing to the strengths of Canada's world-class manufacturing sector."

Pollution Probe supports the government's decision to embed an incentive in the regulations that will encourage automakers to incorporate advanced technology vehicles, including plug-in electric vehicles, into their product lines. This incentive is appropriate in the context of Canada's automobile market, and is supportive of Canada's Electric Vehicle Technology Roadmap.

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>.

Contact:

Bob Oliver
Executive Director
Pollution Probe
416.926.1907 ext. 231

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.