



Ontario Tire Industry Rolls Out Recycling Program

Program means free tire disposal for consumers, elimination of stockpiles and \$23 million investment in the first year in the scrap tire recycling industry in Ontario.

TORONTO, ON (September 2, 2009) – A new tire recycling program rolling out in Ontario will bring new life to the millions of used tires that come off vehicles in the province every year by responsibly recycling them into useful products, creating investment and new green jobs, driving innovation. The Used Tires Program is being funded by the tire industry, and managed by Ontario Tire Stewardship.

Through a network of Registered Collectors — which includes retailers, municipalities and other drop-off points across the province — the program will allow Ontarians to drop off up to four used tires per person, at no charge, to be collected and recycled. Tracking systems will help eliminate the illegal dumping of scrap tires and ensure that used tires are managed by service providers that have adopted best environmental practices.

“Ontario’s Used Tires Program marks the most ambitious used tire program in the country,” said Andrew Horsman, Executive Director of Ontario Tire Stewardship. “The Program will remove tire stockpiles, recycle tires into household, commercial and automotive products, and create green jobs and economic benefits right here in our province.”

The Used Tires Program includes a three-year plan to eliminate the approximately 2.8 million stockpiled tires in dumpsites across Ontario, as well as ensure that the approximately 11 million plus scrap tires generated annually are diverted from burning and land filling to other uses, such as rubber mats, playground products, hockey rinks and automotive parts, adding to the everyday life and economy of Ontario’s communities. Until now, approximately 50 percent of Ontario’s used tires were trucked into the US to be burned.

How the Used Tires Program benefits Ontario and its residents

Environmental Benefits:

- Responsible management of used tires will eliminate the unauthorized disposal of scrap tires and promote reusing tires and recycling of scrap tires into green products.

Economic Growth:

- The Used Tires Program will create jobs and ensure economic growth by injecting over \$23 million in scrap tire recycling in the first year alone.

Health and Safety:

- Ontario Tire Stewardship will clear stockpiles protecting both Ontarians and the environment.

Innovation:

- Funding for research and development of scrap tire management options to create new processes and markets for recycled rubber products within the province.

The Used Tires Program is funded by tire brand owners and tire importers, not the taxpayer. The program funding covers the costs associated with collecting and recycling all future and currently stockpiled scrap tires in Ontario, as well as research and development, and consumer education.

About Ontario Tires Stewardship:

Ontario Tire Stewardship (www.ontarioTS.ca) is an Industry Funded Organization implementing and operating the approved Used Tires Program, a province-wide scrap tire solution for on-road and off-road tires supplied into the Ontario market, diverting them away from burning and land filling to reuse and recycling.

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Backgrounder

Ontario Tire Stewardship

Ontario Tire Stewardship (OTS) is an industry-funded organization introducing The Used Tires Program – a province-wide initiative to collect and recycle used on-road and off-road tires in Ontario.

Used Tires Program

The Used Tires Program will manage over 12 million tires sold in Ontario annually, and divert scrap tires away from burning and land filling to reuse and recycling.

The Plan:

An extensive network of collection locations across the province will now make it easier for Ontario consumers to recycle their used tires, while tracking systems help eliminate illegal dumping of scrap tires and ensure that tires are managed by service providers that have adopted best practices.

The Cost:

The Used Tires Program is funded by Brand Owners and First Importers of tires who remit a Tire Stewardship Fee (TSF) to OTS for every tire they supply into the Ontario market. The fee is used to fund the management of used tires including the collection, transportation and processing costs of used tires, and the remediation of tire stockpiles. None of the funds collected from the TSF will go to government.

The Key Participants:

Stewards: Manufactures or imports tires into Ontario

Consumers: Users of tires or new tire purchasers

Collectors: Removes used tires from vehicles and/or accepts used tires.

Haulers: Picks up and delivers used tires to a network of registered Processors.

Processors: Accepts used tires and recycles them into a range of tire-derived products.

Benefits

Environmental Benefits

Responsible management of used tires will eliminate the unauthorized disposal of scrap tires and promote reusing tires and recycling scrap tires into green products.

Economic Growth

The Used Tire Program will create jobs and ensure economic growth by injecting over \$23 million in scrap tire recycling in the first year alone.

Health and Safety

Ontario Tire Stewardship will clear tire stockpiles protecting both Ontarians and the environment.

Innovation

Funding for research and development to create new processes and markets for recycled rubber products within the province.

Consumer Benefits

Ontario residents can now drop off their used tires free of charge at all OTS registered collection sites.

Examples of recycled uses for scrap tires in Ontario:

- **Tire-derived aggregates** used instead of stone
- **Crumb rubber** that goes into everything from sports fields and hockey rinks to quieter, more durable roads,
- **Finished goods** like floor mats, soaker hoses, mouse pads and rubber components for car engines

The Timeline

- On September 1, 2009 tire Brand Owners and First Importers will be responsible for reporting on the number of new tires supplied (sold) into the Ontario market and remitting Tire Stewardship Fees.
- Starting September 1, 2009, Ontarians can drop off up to four used tires per person, at no charge, at any OTS registered collection location
- Within three years, OTS plans to eliminate the approximately 2.8 million stockpiled tires in dumpsites across Ontario
- Within five years, the Used Tires Program will divert 90% of scrap on-road tires and collect and recycle 50% of all scrap off-road tires.