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TYREPOWER JOINS TYRE CLEAN-UP SCHEME

- ***Largest independent tyre retail chain joins Tyre Stewardship Australia***
- ***Addressing the challenge of 48 million end-of-life tyres per year***
- ***Ensuring sustainability, helping to turn waste tyres into new jobs and industries***

Australia' largest independent tyre retail chain, Tyrepower, has put its national network behind Tyre Stewardship Australia as part of an industry wide push to address an up to 48 million old tyres per year challenge.

With over 250 independent stores operating under the Tyrepower banner, the retail group's participation in the newly established Tyre Stewardship Scheme adds further momentum to the support for the initiative, which includes backing from tyre manufacturers covering over 60% of the Australian tyre market.

Established in 1977, the Tyrepower Group is now one of the primary tyre retailing channels in Australia and New Zealand. It joins tyre manufacturers, such as Continental, Goodyear, Dunlop, Michelin, Pirelli, Toyo and Yokohama and their retail outlets, in signing on to the Tyre Stewardship Scheme. Together they aim to turn end-of-life tyres into a valuable feedstock for new products that generate new 'green jobs', establish transparent and sustainable management of recycling and deliver industry education, research and development.

Tyrepower Chief Executive Officer, David Wilson, enthusiastically committed the group to the stewardship scheme, which is endorsed by ACCC and supported by State and Federal governments.

"Tyrepower is a responsible corporate citizen and we are taking the high ground on this issue," he said. "We want to ensure all dealers are using approved recyclers and engaging in sustainable behaviour. Together we will start to clean up the problem the nation is facing".

The Tyre Product Stewardship Scheme came into effect on 1st August, having been launched earlier in the year by the Federal Environment Minister, Greg Hunt, to address the growing issue of the stockpile of end-of-life tyres and the attendant environmental and community concerns.

TSA Chairman Gerry Morvell welcomed the membership of Tyrepower and its commitment to addressing the problem.

"Tyrepower is one of Australasia's biggest and most respected tyre retailers and I believe its commitment to the Tyre Stewardship Scheme complements the company's position in the community," he said.

"Their participation in the Scheme will not only help address the physical management of the end-of- life tyres, but will also play a major role in gaining public recognition and support for the Scheme.

"We know that Australians prefer to do the 'right thing' for the environment and by joining the Scheme, Australian tyre businesses are meeting that consumer expectation".

Tyre Stewardship Australia is an industry initiative led by major tyre manufacturers including and backed by the Australian Motor Industry Federation, the Minerals Council of Australia with the support of Federal and State/Territory Governments.

The Tyre Product Stewardship Scheme has three core objectives: education of industry and consumers; research and development focussed on new uses for the recycled raw materials; and independent auditing designed to eradicate dirty, unsafe and illegal practices. It will be funded through a levy of 25 cents per new tyre sold in Australia.

The Scheme will recognise sustainable end-of-life tyre management through an accreditation and auditing system. Consumers will be able to identify participants in the Scheme through TSA signage at retail outlets and by visiting the TSA website.

Details of the Tyre Product Stewardship Scheme and the opportunity for relevant companies to register their interest in participating can be found on the TSA website at www.tyrestewardship.org.au

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