



For Immediate Release

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CarbonZero and AutoShare to provide a world first in Toronto - Zero Emission Car Sharing, the most environmentally friendly way to drive in the city.

Toronto - Lauching September 1st, AutoShare members can drive emissions-free for less than half a cent per kilometer with offsets provided by CarbonZero.

Autoshare members typically drive as much as 50% less after joining, a savings calculated as over 1 tonne of CO2 per year. With over 6,000 members driving as many as 3 million fewer kilometers this year, the benefit to our environment is already considerable. Working with CarbonZero means that their impact can now be reduced even further, or eliminated entirely.

"This is the first time anywhere in the world that car sharing members can choose to offset each and every kilometer that they drive" says AutoShare president Kevin McLaughlin. "We chose CarbonZero as our offset provider because they're dedicated to providing real, measurable emissions reductions in projects right here in Canada".

"As Toronto's favourite alternative to owning a car, AutoShare has been pioneering affordable and environmentally-responsible services," says Howie Chong, President of CarbonZero. "That's why we're so pleased to be working with them to bring green solutions to consumers."

For more information on this partnership, including pricing, AutoShare.com/carbonzero

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