



For Immediate Release

October 6, 2008

Toronto's original "green car" turns 10 years old

AutoShare, Toronto's smart alternative to owning a car, launched on October 6, 1998, with a group of 16 pioneering members sharing 3 cars in Riverdale, the Annex and St. Lawrence Neighbourhood. Today, 9,000 individuals, families, NGO's, businesses and government departments share 200 cars across Toronto – and have helped reduce traffic and pollution while they saved money.

"When we started, people liked the idea but really doubted that it would work" says Kevin McLaughlin, founder and President. "Now, the City of Toronto is mandating car sharing into new condos all over the city. Even if it doesn't work for them, people know friends or family that use our service – who couldn't live without us. "

Quick Stats

- Of the 40 people who joined AutoShare in 1998, 21 are still using the service
- An average car sharing member reduces their CO₂ output by as much as 1.2 tonnes per year *(based on an independent study Quebec communauto.com/premiereetude_ENG.html)*
- One AutoShare car removes about 10 private cars from our roads – meaning AutoShare has helped removed as many as 2,000 cars from Toronto
- A typical member reduces their annual driving by as much as 50%
- AutoShare vehicles have driven (or helped reduce) 11,472,566 km since 1998

AutoShare is Toronto's first - and favourite - car sharing network, 100% Canadian and locally-owned. We're dedicated to providing personal urban transportation in Toronto; and, to reducing carbon emissions and pollution through efficiency and choice. Our goal is to have a shared-vehicle within a 5 minute walk of anywhere in the city; at every TTC station; and at the end of your street.

For more information: Kevin McLaughlin President c: 416.816.3037