



For immediate release

October 26, 2009

CAA finds most Autogreen driver *Creemore resident wins Toyota Hybrid in eco-driving challenge*

Thornhill, Ont. – After months of searching CAA South Central Ontario (CAA SCO) has found its most environmentally friendly driver. Since April, CAA has been encouraging motorists to make eco-friendly choices on the road with the launch of the Autogreen Challenge. The winner of the challenge would then be awarded a brand new Toyota Hybrid of their choice.

The Autogreen Challenge was designed to challenge the public to find out about fuel efficient vehicle choices, learn about and take advantage of green servicing options (Eco-Power re-refined oil and the new CAA Green Battery), change their driving habits and speak up and tell the government how important eco-driving is to you.

Creemore, Ontario's Anna Ross rose to the challenge and took part in every aspect of the Autogreen Challenge. Ross is the grand prize winner of a 2010 Toyota Highlander Hybrid, the first one to arrive in Ontario.

"Congratulations to Ms. Ross and the over 6,000 drivers who took part in our Autogreen Challenge," said Nick Park, President and CEO of CAA South Central Ontario. "It's important that each of us take steps to minimize our environmental footprint. And to thank those who took part we will be planting over 6,000 carbon-capturing and oxygen producing trees through our partnership with Trees Ontario."

"Greener driving starts with designing vehicles that are more fuel efficient and that emit lower emissions. At Toyota, we are proud to have the most fuel efficient passenger car fleet of on the road in Canada*, and we're dedicated to continuously raising the bar with technologies like Hybrid Synergy Drive®," noted Stephen Beatty, Managing Director of Toyota Canada Inc. "The CAA has done a great job in raising awareness for responsible driving. Congratulations to Ms. Ross who in driving a new Toyota Highlander Hybrid will join over \$40,000 Canadians who are leading the way toward more environmentally responsible transportation by driving a Toyota hybrid."

"We know that in today's economy it's difficult to sometimes think green, but the great thing about making eco-driving choices is that they translate into big savings in the wallet," said Anna Halkidis, Manager of Program Design for CAA SCO.

Top 5 eco-driving tips:

1. Reduce your highway speed – fuel consumption starts to increase above 90 km/hour.
2. Avoid jack rabbit starts and hard braking.
3. Avoid idling – 10 seconds of idling uses more fuel than turning off and restarting your car engine.
4. Remove excess weight such as roof racks and unnecessary items in your trunk.
5. Consider taking public transit, car pooling, walking or riding your bike to work just one day a week and save money while reducing your fuel consumption.

Drivers are encouraged to take the challenge to see how Autogreen they are at www.caasco.com/autogreen.

CAA South Central Ontario is a not-for-profit auto club offering insurance, travel and roadside services. There are more than 1.8 million CAA members in Ontario and 5 million members in Canada.

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