

Team Honda, Toyota and Nissan -- First Carbon Neutral Dealerships in Georgia

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Atlanta, GA (PRWeb via [PRWeb](#)) July 22, 2009 -- AutoNation stores in Lithia Springs offset their Carbon Footprint. Team Honda, Team Toyota and Team Nissan of Lithia Springs, Georgia, already had an extensive recycling program in place for their used tires and oil when they decided to take the next step and offset their carbon footprint, becoming the first carbon neutral dealerships in Georgia.

"We found out that energy use was 90 percent of our carbon footprint" said the Controller of [Team Honda](#), Toyota and Nissan, Clarence Ratcliffe. "It's our job to make sure our dealerships run efficiently. Saving energy and natural resources have the benefit of helping the environment. Our customers were so impressed with our waiting room recycling unit that they've asked us where they can buy one too. We also reduced waste by giving each employee DCI Thermal Porcelain Cups, which eliminated the need for Styrofoam."

All AutoNation dealerships, Team's parent company, make it easy for car buyers to shop for more fuel-efficient vehicles with its E-Vehicle program. The program identifies cars and trucks that produce at least 28 miles per gallon or deliver 10 percent better fuel efficiency than average for their class. AutoNation also singles out what they call "F-vehicles" with a yellow leaf logo; these are cars and trucks that use flex-fuel technology.

"The three dealerships are taking responsibility for their carbon emissions," said Verus Carbon Neutral's Eric Taub, whose company measured the footprint and provided the offsets. "Seems especially appropriate when you offer hybrids that get anywhere from 35 to over 50 miles per gallon," adds Taub. "Bottom line, they are trying to lower their electricity use but are still dependent on the grid. Until the local utilities employ more renewable energy, 50 mpg cars and offset projects help to reduce emissions."

Team Honda, [Toyota](#) and Nissan decided to use a Georgia forestry project, managed by Valley Wood Timber, to offset their carbon footprint. The project is actively managed to sequester CO2 in a sustainable manner that protects over 60,000 acres of forest habitat. Proceeds support the Humane Society. Additionally, Team Lithia Springs also promotes Georgia Beautification license plate tags.

Verus Carbon Neutral is a member of the Chicago Climate Exchange (CCX), the world's first and North America's only active, voluntary and legally binding offset trading system. Verus Carbon Neutral provides high-quality offset projects that are third-party verified by the CCX. The Environmental Defense Fund recently recommended 12 offset projects, of which, seven were registered on the Chicago Climate Exchange.

To assure more funding goes to offset projects, Verus Carbon Neutral sets its price based on the CCX market price. According to their managing partner, Eric Taub, no other offset provider offers a more transparent price structure.

About Team Honda, Toyota and [Nissan](#):

Team Honda, Team Toyota and Team Nissan are located on Thornton Road in Lithia Springs, Georgia. Team Honda, Toyota and Nissan sell new and used cars, truck and hybrids. Team is owned by AutoNation, which has 239 dealership locations and 311 new vehicle franchises in 15 states. AutoNation's "Driven to be the Best" vision is based on a



foundation of operational excellence that drives an uncompromising focus on the customer. This vision shapes a company that's continuously improving and setting industry standards in all that it seeks to achieve, from superior shopping experiences to market-leading brands, to unmatched scale advantages and productivity-boosting best practices. More information regarding Team Lithia Springs stores can be found at www.teamhondalithiasprings.com, www.teamtoyotaatlanta.com and www.teamnissanlithiasprings.com

About [Verus Carbon Neutral](#):

Verus Carbon Neutral is an innovative and eco-conscious company that aids businesses looking to measure, offset and reduce their carbon footprints. After conducting an audit or life-cycle analysis to determine the size of their footprint, Verus Carbon Neutral provides a means to reduce or completely offset their client's CO2 emissions, supplying them with certification and a tangible way to communicate their commitment to the environment. Privately held, Verus is based in Atlanta and more information can be found at their website: www.verus-co2.com.

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Online Web 2.0 Version



You can read the online version of this press release [here](#).

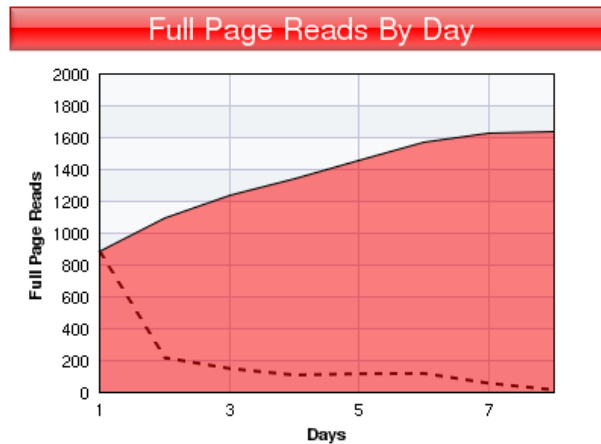
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Day	Reads
1	881
2	1095
3	1241
4	1346
5	1459
6	1574
7	1627
8	1639



	Cumulative Full Page Reads
	Full Page Reads per Day



This graph shows the cumulative number of times the release has been read every day. This includes release displays on the website, PDF, and printer friendly views. The dashed line shows the difference over time.

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Day	Headline Impressions
1	49963
2	73062
3	89284
4	104098
5	118681
6	131691
7	138301
8	139483

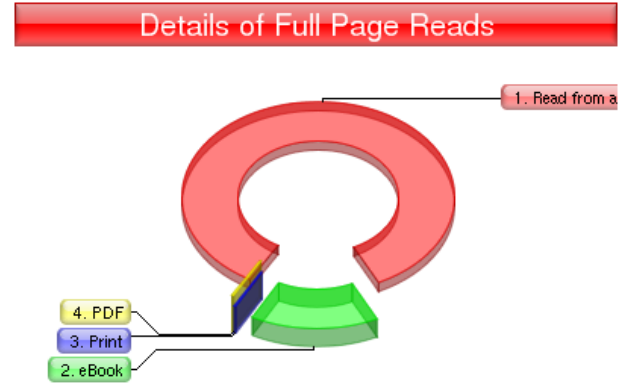
	Cumulative Headline
	Headline Impressions per Day



This graph shows the cumulative amount of headline impressions per day. This includes headlines displayed on the PRWeb websites, Javascript, Eyecaster, and RSS feeds. The dashed line shows the difference over time.

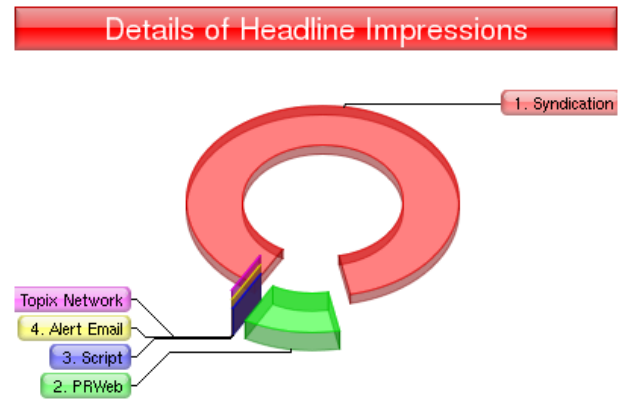
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Access Method	Volume	%
1. Read from a PRWeb Site	1383	84.4%
2. eBook Download	248	15.1%
3. PDF Download	4	0.2%
4. Printer Friendly Version	4	0.2%
5. Read from Google Search	0	
6. Read via Email Link	0	
7. Forwarded via Email Form	0	
8. Trackback Submission	0	
9. Read from Newspad Search	0	
10. A PRWeb member has blogged about this release	0	
11. Podcast Download	0	
12. Pingback Submission	0	

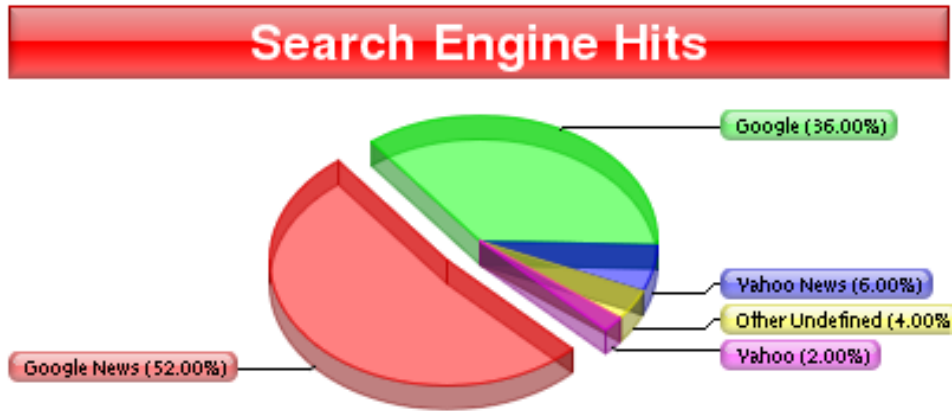


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Access Method	Volume	%
Details of Headline Impressions		
1. Headline Displayed thru RSS, XML or other syndication	123360	88.4%
2. Headline Displayed on a PRWeb Site	15892	11.4%
3. Headline Displayed on 3rd party site via Javascript	112	0.1%
4. News Alert Email Opened	79	0.1%
5. Headline Requested by Topix Network	40	0.0%
6. Headline Requested by Pheedo Network	0	
7. Eyecaster Banner Headline	0	
8. Headline Displayed on PRWeb Podcast	0	



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Search Terms by Search Engine - Top 20 Terms

Search Engine	Search Terms	View Search
Google News	autonation	
Google	an	
Google	nyse:an	
Google News	nissan	
Google	toyota	
Google News	honda	
Other Undefined	http://www.prweb.com/releases/2009/07/prweb2658884.htm	
Yahoo	toyota dealerships	
Google	carbon neutral	
Google News	carbon pricing	
Google News	flex fuel toyota	
Google News	"lithia springs" georgia	
Google News	environmental defense	
Google News	lithia springs ga	
Google News	atlanta, ga honda dealerships	
Google News	"carbon neutral"	
Google News	nissan ga	
Yahoo News	toyota environment	
Google News	forestry georgia	
Google	toyota lithia springs	

%Visits by Country

Average	Country
55.901%	UNITED STATES
9.968%	CANADA
9.011%	GERMANY
7.815%	BAHAMAS
4.625%	UNKNOWN LOCATION
1.595%	GREAT BRITAIN
1.276%	NETHERLANDS
1.276%	FRANCE
0.797%	ROMANIA
0.797%	CHINA
0.718%	REPUBLIC OF KOREA
0.638%	IRELAND
0.478%	ISRAEL
0.478%	PHILIPPINES
0.399%	PORTUGAL
0.399%	INDIA
0.319%	BELGIUM
0.319%	TAIWAN
0.319%	RUSSIAN FEDERATION
0.239%	BRAZIL
0.239%	NORWAY
0.239%	ISLAMIC REPUBLIC OF IRAN
0.239%	HONG KONG
0.159%	DENMARK
0.159%	ITALY
0.159%	AUSTRALIA
0.159%	CZECH REPUBLIC
0.159%	SPAIN
0.08%	FINLAND
0.08%	SAUDI ARABIA
0.08%	JAMAICA
0.08%	SRI LANKA
0.08%	UNKNOWN LOCATION
0.08%	MEXICO
0.08%	BULGARIA

Average	Country
0.08%	SWEDEN
0.08%	ESTONIA
0.08%	INDONESIA
0.08%	UNITED ARAB EMIRATES
0.08%	LUXEMBOURG
0.08%	HUNGARY
0.08%	TURKEY