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Canopy launches carbon neutral program

New car buyers in South Australia will be able to offset their vehicles' carbon emissions at the point of purchase, following today's launch of a new landmark program by the Canopy Project (an initiative of the Australian Carbon Biosequestration Initiative) and CMI Toyota, SA's No.1 Toyota Dealer.

Under the CMI Carbon Neutral Program, buyers will have the option to have their future carbon emissions precisely calculated using a formula established by the Australian Greenhouse Office, which is based upon their vehicle's fuel economy and the number of kilometres they select.

A cost is then established for the planting of new trees to offset their individual emissions and, by making the appropriate donation at purchase, they can also make a valuable contribution to the environment. All donations are sent by CMI Toyota to the Canopy Project (a not-for-profit organisation) for the planting of trees and the establishment of the CMI Forest.

The tree-planting program will be managed by Greening Australia which, in partnership with Canopy and CMI Toyota, has selected a site for the first CMI Forest on former farmland at Post Hill near Kanmantoo in the lower Murray-Darling Basin in SA. The site is located on private land but the trees will be permanently registered on the land title to protect them, even if the land is sold.

"Climate change is a topical issue concerning our society, says CMV Group (owner of CMI Toyota) Joint Managing Director, Paul Crawford,

"and it's important that businesses and individuals do what they can today, on whatever scale, to help in some way. It's up to all of us to create a better future for our children and grandchildren."

For more information on the CMI Carbon Neutral Program, visit www.cmitoyota.com.au