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Drive to offset carbon

CMI Toyota's carbon-neutral program has been designed to offset the hundreds of kilograms of CO₂ emitted by vehicles it sells.

The company is keen to do its bit to reduce the impact of emissions and has joined forces with The Canopy Project.

When buying a new car from CMI Toyota, the company will offer to make the new vehicle carbon-neutral by calculating its emissions.

The new owner's donation will cover the cost of planting enough trees in the CMI Forest to offset the CO₂ emissions from the car, with the trees then working over the next 30 years to absorb emissions.

CMI says it is "the first time a South Australian automotive retailer has developed an initiative that enables consumers to offset carbon dioxide emissions from new vehicles".

So far, CMI Toyota has 465 customers, and Lexus of Adelaide – which runs a similar program – has 79 customers signed up.

The first CMI Forest site is on farmland at Post Hill, near Kanmantoo, in the Murray-Darling Basin, and consists of trees native to the area and legally registered on the title.