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Toyota, the Clean Air Foundation/GM Canada are rewarded
by Richard Roch, Auto123.com

In recognition of environmental initiatives

The Canadian Automobile Association (CAA) took advantage of the spotlight generated by the Montreal Auto Show to present the 2007 Pyramid Award to Toyota Canada as well as a Pyramid Award of Recognition to the Clean Air Foundation and General Motors of Canada for their latest environmental initiatives.

Toyota: hybrid technology and fuel economy

Toyota received the Pyramid Award for their 2007 Camry Hybrid. The jury was very impressed by the green Camry's emphasis on fuel economy and Toyota's commitment to hybrid technology. The car runs on Toyota's Hybrid Synergy Drive, a dual mode gas-electric hybrid system. Since the Camry is the best-selling passenger car in North America, expect the hybrid technology to really break through and become a mainstream product.



Clean Air Foundation and GM Canada: Car Heaven program

The Clean Air Foundation and General Motors of Canada received an Award of Recognition for their Car Heaven program. Through Car Heaven, old, higher polluting vehicles are picked up and recycled, including the environmentally-friendly dismantling of vehicles and their parts. A partnership was forged with GM to launch a \$1,000 incentive for eligible donors towards a new GM vehicle. In 2006, Car Heaven vehicle donations amounted to more than 12,000 old cars. Removed from Canadian roads, these vehicles are equal to the emissions produced by over 230,000 new vehicles. Needless to say, the impacts



of the Car Heaven program on the environment are significant.

The Pyramid Awards are a great initiative started by the CAA to involve automakers and dealerships across the country in the environmental equation.



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