

Have you
considered
your carbon
footprint on
our Earth?

Do you know
there is a
way for you
to make a
difference?

Your vehicle's carbon neutrality
is one small step away...



www.canopy.org.au

Available at:

29 Main North Rd Medindie

Ph: 8344 1000

50 Glen Osmond Road Parkside

Ph: 8177 8000

160 West Terrace, Adelaide

Ph: 8238 5400

 **LEXUS** of Adelaide

lexusofadelaide.com.au

CARBON  **ZERO**
—  **LEXUS** of Adelaide —

Motor vehicles make up 16% of South Australia's greenhouse gases. That is five million tonnes of CO₂ a year.

- www.climatechange.gov.au

As a manufacturer, Lexus is committed to the environment and is continually undertaking research to reduce the impact their vehicles have on the environment. Transport is however a necessary part of life and as a result, carbon dioxide (CO₂) is unavoidably emitted into our environment.

The amount of CO₂ produced by your car is proportional to the amount of fuel it consumes. Petrol vehicles emit 2.5kg of CO₂ per litre of fuel used. Lexus of Adelaide's Carbon Zero program offers you one way to offset the emissions that contribute to climate change.

Introducing Carbon Zero

In partnership with Australia's most respected environmental organisations, Lexus of Adelaide launches it's Carbon Zero program and the beginning of the Lexus of Adelaide forest. This program offers Lexus of Adelaide customers a process to offset the carbon dioxide emissions from their vehicles through

biodiverse tree planting which will be planted and maintained on our behalf by The Canopy Project.

The Canopy Project (Canopy) is an initiative of the Australian Carbon Biosequestration Initiative (ACBI) Limited.

This not-for-profit company was formed in 2004 by Australian environmentalists, energy scientists, economists, business and legal experts. Together with Greening Australia, Canopy will handle every aspect of the Carbon Zero program including planning, contracts, compliance, CO₂ monitoring and tree care.

To support this program Lexus of Adelaide will ensure all our company vehicles are carbon neutral.

Calculations

Each model uses varying amount of petrol and therefore emits a different amount of CO₂. To calculate the amount of CO₂ follow the 3 simple steps below.



Example

Making a 2.5L IS250 prestige 6 speed automatic carbon neutral for the life of the warranty (100,000 km).

1. A 2.5L IS250 prestige automatic has a fuel economy of 9.1L/100km
2. Over the 100,000km IS250 will consume $\frac{(100,000)}{1000} \times 9.1 = 9100$ litres of fuel
3. For every litre of fuel consumed, 2.5kg of carbon dioxide is emitted. Therefore over 100,000km the IS250 will emit: $\frac{(9100 \times 2.5)}{1000} = 22.75$ tonnes of CO₂

The cost of planting enough trees to offset these emissions is then calculated by Canopy for each of our vehicles. For a small donation you can now add to the Lexus of Adelaide forest to make a substantial difference. Speak to your Lexus representative about carbon neutralising your vehicle today.