

## Press Release- 6<sup>th</sup> April 2009

---BEGINS---

### **Cartakeback to Underpin CITROËN's £2000 Scrappage Scheme**

As the exclusively approved end of life vehicle service provider to CITROËN within the UK, Cartakeback.com is proud to have been selected to underpin CITROËN's £2000 cashback scrappage scheme which was launched this month in advance of the possible Government Scrappage Incentive Scheme.

Cartakeback will offer a guaranteed free collection service to vehicle owners who trade in their old car as part of the CITROËN Scrappage Scheme, as an extension to its usual service where scrap cars are de-polluted to remove all hazardous materials before being recycled to the government targets of 85%.

Xavier Duchemin, Managing Director of CITROËN UK, commented; "CITROËN is recognised for bringing innovative consumer offers to market so we are pleased to announce that we have seized this proposed government initiative and extended its scope to launch our own Scrappage Incentive Scheme. The CITROËN Trade-In deal allows us to pass on significant savings to new car buyers, and also helps reduce the number of older, more polluting vehicles on the roads."

CITROËN will pay £2000 cashback against the purchase of a qualifying new CITROËN passenger vehicle\* when customers scrap their old car through Cartakeback, in addition to any existing cashback offers in a bid to promote the replacement of older cars with cleaner, safer and better equipped new ones.

Andrew Tromans, Development Manager for Cartakeback said "We are delighted to be able to contribute towards CITROËN's cradle to grave approach to vehicle ownership with our professional collection and recycling service for customers taking advantage of CITROËN's Scrappage Scheme".

Customers can either arrange for their vehicle to be collected by visiting the Cartakeback.com website or by calling 0845 257 32 33 or the CITROËN dealer can arrange this on their behalf.

Customers can find out more about scrapping an old car as part of the scheme by visiting <http://www.cartakeback.com/en/citroen.asp>.

To find out about the deals which are available please visit [www.citroen.co.uk/offers](http://www.citroen.co.uk/offers).

\*Excludes new CITROËN C1, C2, C3, C3 Pluriel, C3 Picasso and Berlingo First Multispace models.

---ENDS---

---NOTES FOR EDITORS---

Cartakeback provides a convenient drop off point for anyone wishing to dispose of their old car when it reaches the end of the road through its nationwide network of licensed Authorised Treatment Facilities (ATFs).

Cartakeback ATFs issue an electronic Certificate of Destruction for each vehicle using a link to the DVLA database. Without this Certificate of Destruction, a vehicle owner could continue to be liable for road tax under the new laws on continuous registration or even held liable for any illegal activities, which if not disposed of through the proper route, could later be carried out in the vehicle or using the vehicle's identification.

Scrap cars treated by Cartakeback are de-polluted in accordance with the End of Life Vehicle regulations, which include the removal of all hazardous materials such as oils, coolants, tyres and batteries and the detonation of pyrotechnic devices such as air bags.

## Press Release- 6<sup>th</sup> April 2009

Following the de-pollution process the vehicle shells are sent to a shredding facility where the metallic content of each vehicle is separated from the non-metallic materials, such as plastic and glass, and then further processed using sophisticated equipment in order to achieve a recycling rate in accordance with the EU targets of 85%, by weight, per vehicle, thus lowering the overall carbon footprint of each vehicle.

Cartakeback.com Limited is trusted by vehicle manufacturers to act as their exclusive service provider in meeting their obligations under the end of life vehicle regulations within the UK. Contracted brands include Alfa Romeo, Alpine, Aston Martin, Audi, Austin, Austin Healey, Austin Morris, Bentley, Bugatti, Citroen, Colt, Dacia, DAF, Datsun, Dodge, Fiat, Ford, Freight Rover, Hillman, Humber, Hyundai, Iveco, Jaguar, Lamborghini, Lancia, Land Rover, LDV, Leyland, Leyland DAF, Lotus, Matra, Mazda, MG, MG X-Power, Mitsubishi, Morris, Nissan, Perodua, Peugeot, Proton, Renault, Renault Trucks, Riley, Rover, Seat, Simca, Singer, Skoda, SsangYong, Sunbeam, Talbot, Tata, Tatra, Triumph, Volkswagen, Volkswagen Commercial, Volvo and Wolseley, representing over 70% of vehicles on the road.

As a manufacturer backed network, Cartakeback guarantees to provide a free of charge disposal service for complete vehicles delivered into its sites and depending on the value of each vehicle, a payment may be offered.

Answers to some of the most frequently asked questions and links to several sources of further information are available on the FAQs page of the Cartakeback website at <http://www.cartakeback.com/en/faqs.asp>.

---CONTACT---

For further information:

E-mail [info@cartakeback.com](mailto:info@cartakeback.com)

Or visit [www.cartakeback.com](http://www.cartakeback.com)

Tel: 0845 257 32 33

Fax: 0870 751 7552

Cartakeback.com Limited