



ONE CHANGE AND CANADIAN TIRE TO DISTRIBUTE MORE THAN 150,000 FREE TIRE GAUGES ACROSS ONTARIO

Maintaining tire pressure reduces emissions, saves gas and makes for a safer drive

Toronto, ON (October 14, 2010) – Today, One Change and Canadian Tire kicked into high gear with a fuel efficiency campaign that will distribute more than 150,000 free digital tire gauges to Ontarians. This unique project presented by One Change, a not-for-profit environmental organization, and sponsored by Canadian Tire, empowers drivers to make a meaningful difference for the environment through simple actions, including keeping tires properly inflated. The digital tire gauges will be available at various events at Canadian Tire locations and distributed door-to-door by One Change volunteers. The campaign that began in September has already handed out over 50,000 free digital tire gauges and will continue distribution through to the first week of November.

“Our goal with this initiative is to inform drivers that keeping your tires properly inflated is directly linked with reducing fuel consumption and greenhouse gas emissions,” says One Change founder and executive director Stuart Hickox. “Each digital tire gauge will help cut 140 kg of CO₂ emissionsⁱ and can help car owners save up to two weeks worth of fuel a yearⁱⁱ.”

If every Canadian driver kept their tires properly inflated Canada could save more than \$600 million in fuel and cut 1.4 million tonnes of CO₂ⁱⁱⁱ. That is the equivalent of 257 Olympic-sized swimming pools.

“As Canada’s leader in all things automotive we are uniquely positioned to educate drivers on how they can properly and safely maintain their vehicles and improve their vehicle’s fuel efficiency to save gas and reduce emissions,” explains Allan MacDonald, Senior Vice-President of Automotive for Canadian Tire. “Coming into the winter driving season it is key for drivers to switch to winter tires and check their tire pressure, so our partnership with One Change to educate drivers is a natural fit, and also demonstrates our commitment to sustainability.”

Canadian Tire hosts One Change fuel efficiency events across the GTA

Canadian Tire stores across the GTA will be hosting One Change’s fuel efficiency clinics where consumers can learn how to properly check and maintain their vehicles’ tire pressure on a regular basis. Catch the One Change Fuel Efficiency Campaign at the following locations:

- Oct. 15, 2010 2625B Weston Rd. & Highway 401
- Oct. 16, 2010 8081 Dufferin St. & 407
2025 Kipling Ave, Rexdale
6310 Yonge St., Willowdale
- Oct. 17, 2010 1530 Albion Rd., Carrier & Hwy #27
4400 Dufferin St. & Finch
1019 Sheppard Ave E.
- Oct. 22, 2010 1156 Dundas St. E. & Dixie
- Oct. 23, 2010 315 Guelph St., Georgetown
5970 Mavis Rd., Mississauga Heartland

Oct. 24, 2010 6670 Meadowvale Town Centre Circle, Mississauga
 3050 Mavis Rd, Mississauga
 2510 Hyde Park Gate, Oakville
 900 Southdown Rd., Mississauga
 Oct. 29, 2010 99 McEwan Dr. E., Bolton
 Oct. 30, 2010 10031 McLaughlin Rd., Brampton
 3200 Rutherford Rd., Vaughn
 3850 Highway #7, Woodbridge
 Oct. 31, 2010 2850 Queen St. E., Brampton Bramalea
 499 Main St. S., Brampton Shoppers World
 10 Great Lakes Dr., Brampton Trinity Commons
 Nov. 5, 2010 700 Lawrence Ave. W.
 Nov. 6, 2010 4630 Sheppard Ave. E., & Agincourt
 3553 Lawrence Ave. E., & Markham Rd.
 825 Eglinton Ave. E., & Laird
 Nov. 7, 2010 2681 Danforth Ave.
 1901 Eglinton Ave. & Warden
 2850 Kingston Road

About One Change

One Change is an award-winning not-for-profit, non-partisan organization based in Ottawa, Ontario with project offices throughout Canada and the United States. One Change empowers people to believe that simple actions matter and to make smart choices that protect the environment. One Change delivers innovative community-based social marketing campaigns aimed at encouraging people to adopt environmentally-friendly behaviours, including its flagship energy efficiency campaign, Project Porchlight. To date, One Change has engaged and trained more than 12,000 volunteers in over 900 communities across North America. One Change programs convert environmental awareness into action by mobilizing volunteers and existing community groups to be spokespeople for environmental messages in their own neighbourhoods.

About Canadian Tire

Canadian Tire Corporation, Limited (TSX: CTC.a, CTC), is one of Canada's most shopped general retailers with 480 Canadian Tire stores across the country. Our core retail and automotive operation is strengthened by PartSource, an automotive parts speciality chain; Canadian Tire Petroleum, one of the country's largest independent retailers of gasoline; Mark's "Clothes That Work," a leading retailer of men's, women's and work apparel; and Canadian Tire Financial Services, which has issued over four million Canadian Tire MasterCard credit cards. More than 58,000 Canadians work across Canadian Tire's organization from coast-to-coast in the enterprise's retail, financial services and petroleum businesses.

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ⁱ Source: www.nrcan.gc.ca

ⁱⁱ Source: Environment Canada, www.ec.gc.ca

ⁱⁱⁱ Source: Natural Resources Canada, www.nrcan.gc.ca