

# Porsche Cars Australia makes commitment to tyre recycling in Australia

**09/09/2020** Porsche Cars Australia (PCA) has made a national commitment to recycling in partnership with Tyre Stewardship Australia (TSA).

All Porsche Centres in Australia have signed up to the tyre recycling initiative.

This will ensure end-of-life tyres from all Porsche Centres will be collected and disposed of by a TSA-accredited recycler, as well as tyres from PCA's own fleet of cars, which includes cars from the Porsche Track Experience program.

Tyre Stewardship Australia is an industry led framework that aims to reduce the environmental, health and safety impacts of end-of-life tyres. Its Tyre Stewardship Scheme is government supported and authorised by the Australian Competition and Consumer Commission (ACCC).

"Sustainability is an essential pillar of our corporate strategy at Porsche," said Sam Curtis, CEO & Managing Director, Porsche Cars Australia.

"The global approach to sustainability at Porsche is holistic, working in all fields of action: ecological, economic and social.

"This tyre recycling initiative is one of many steps we are taking here in Australia to continually enhance our environmental and social responsibility efforts."

It is estimated that the equivalent of 56 million used tyres are generated from passenger vehicles in Australia every year with only 10% recycled in Australia.

TSA has been instrumental in developing new markets for tyre-derived products. It has committed \$6million (AUD) to projects that use end-of-life tyres in new value-added products.

"Although more than half of Australia's used tyres are recycled, upcycled or reprocessed into other products, the equivalent of 27 million car tyres are wasted each year. These often end up in landfill, stockpiles or are exported overseas," said Lina Goodman, CEO, Tyre Stewardship Australia.

Current uses for end-of-life tyres include:

- soft fall matting playground surfaces

- forms of road surfacing
- rubber adhesive
- brake pads
- tile adhesive
- commercial flooring
- rubber floor mats
- asphalt road construction
- alternative fuel to produce cement

For more information about Porsche sustainability efforts, please visit  
[https://newsroom.porsche.com/en\\_AU/sustainability.html](https://newsroom.porsche.com/en_AU/sustainability.html)

For more information on the Tyre Stewardship Scheme please visit [www.tyrestewardship.org.au](http://www.tyrestewardship.org.au)

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