



Retailer Fact Sheet

OTS Used Tires Program

- OTS is exceeding its diversion objectives, and reached an exciting milestone of diverting its 50 millionth tire in Ontario in 2013.
- Illegal dumping of tires has been virtually eliminated in the province thanks to the introduction of the program.
- Ontario drivers can now dispose of up to four used tires for free, even without the purchase of new ones, at more than 6,900 collection locations across the province during their business hours.
- OTS has cleaned up more than 500,000 tires in piles across the province.
- Eco-friendly tire-derived products can take the form of rubber mulch, floor underlay, fitness flooring, outdoor pavers, roof shakes and new auto parts. These products are often much more durable and easier to install than common alternatives, withstand extreme temperatures and do not leach harmful toxins into our environment.
- The introduction of the program and the investments it has made in the Ontario tire recycling industry has driven significant activity in this sector, including the growing number of existing Ontario processors ramping up operations, investing in equipment and adding people and capacity.
- New companies that manufacture tire-derived products have come to Ontario to set up plants and invest in the Ontario green manufacturing sector. Together with processors, this has driven over \$40 million of new investment and hundreds of new jobs to this province.

Tire Stewardship Fees and Passenger/Light Truck Tires

- The tire stewardship program is funded by a fee that is collected by OTS from tire manufacturers and other tire suppliers in Ontario to cover the cost of responsibly recycling used tires and preventing them from ending up in landfills or being burned for fuel.
 - The Tire Stewardship Fee is not a government tax. Monies collected do not go to government. The fee is not marked up as it is passed along to consumers. 100% of the money collected from Stewards is used to fund the recycling of Ontario's used tires, clean-up tire piles and invest in the Ontario tire recycling industry.
- Generally, consumers will see the Tire Stewardship Fee on their invoices as a line item when purchasing new tires at retail locations, though this is not required by OTS.



- Effective April 1, 2013, Passenger/Light Truck Tires will see a decrease in the Tire Stewardship Fee from \$5.84 to \$5.69 per tire, while tires in the Off-Road Tire category will see varying increases in fees. These new fees were developed by OTS in collaboration with Stewards, leveraging the latest industry data. For a table of Off-Road Tire fee adjustments, visit www.RethinkTires.ca.
- Tire Stewards are responsible for managing inventories, distribution networks and working with their sales channels to determine the appropriate phase-in of the new fees. OTS has no control over the adoption rate of the new Passenger/Light Truck Tire Stewardship Fee by non-Stewards.
- If consumers believe a retailer is not charging the correct fee and the issue cannot be resolved directly with the retailer, they can contact the Ministry of Consumer Services' consumer protection hotline at 416-326-8800, or toll-free at 1-800-889-9768 (TTY: 416-229-6086 or 1-877-666-6545).

Tire Stewardship Fees and Off-Road Tires

- Ontario is the first province to tackle the full range of Off-Road Tires in a stewardship program, with everything from ATV tires to forklift tires to the 13 foot tall tires used on mining trucks included in the program.
- Since the start of the Program, OTS has been working hard to accurately assess the diverse markets for Off-Road Tires in Ontario, and the full costs of recycling Off-Road Tires.
- Analysis since program inception indicates that the current Tire Stewardship Fee for Off-Road Tires is too low to cover the cost of responsible tire waste management.
- Although various Off-Road Tires will see an increase in fees, the new Off-Road Tire Stewardship Fees remain, in many cases, lower than the cost of disposal prior to the implementation of the Used Tires Program in 2009, indicating that the Program is continuing to help reduce costs associated with proper used tire management.
- Effective April 1st, 2013, new Off-Road Tire categories will be introduced to more accurately allocate recycling costs among tires based on weight. This means that Off-Road Tire Stewardship Fees will be assessed based on a tire's weight, which is the key driver of cost in the Used Tires Program.
- Prior to OTS's inception, tire dealers in Northern areas had difficulty receiving consistent service from tire haulers, or had to pay significant costs to have tires picked up due to distances. In certain instances, this may have led to the stockpiling or illegal dumping of scrap tires. The introduction of the program addressed these issues through the provision of free tire pick-up to all registered Collectors, lessening the financial burden on businesses. It also introduced a mechanism to address the historic tire piles and directed the tires to recycled end uses.
- More information about Off-Road Tire Stewardship Fees and 2013 changes can be found on OTS' www.RethinkTires.ca website. You can also call 1-888-687-2002 or email us at info@RethinkTires.ca with any questions or concerns about Off-Road Tire Stewardship Fees.



Rethink your relationship with tires

RethinkTires.ca

About Ontario Tire Stewardship (OTS)

- Established in 2009, Ontario Tire Stewardship (OTS) is an Industry Funding Organization (IFO) incorporated under Ontario's Waste Diversion Act.
- The program recycles and reuses the 12 million tires sold annually in the province, preventing them from ending up in landfills or being dumped illegally.
- As of February 2013, OTS has recycled more than 50 million scrap tires in Ontario.
- OTS directs these scrap tires to recyclers who use them to make new green products for a variety of applications including homes, gardens, schools, arenas, parks and more.
- Beyond recycling, OTS also educates Ontarians on the use of tire derived products – items made from used tires that actually last longer and work better than similar products in market, and educates Ontario drivers on how to get the most life and performance from their tires.
- For more information, please visit www.RethinkTires.ca. Follow us on Twitter: [@RethinkTires](https://twitter.com/RethinkTires).

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