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FOR IMMEDIATE RELEASE

From Jordan Madorsky
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Re: Auto Parts City makes \$6 million investment in recycling

Auto Recycler Launches 'Many Shades of Green' Initiative

There are certain sectors of the Green economy that are naturally more charming than others...Visualize an organic bakery shop using solar panels that generate power to heat its ovens? It's instantly charming, right? But a state-of-the-auto recycling operation on the other hand? Well, not so charming, until you look a little deeper.

At least that is the contention of Auto Part City owners Larry and Jay Brosten. They have risked their financial futures on the belief that they can bridge the gap between auto recyclers, such as themselves, who are striving to develop modern, environmentally conscious automotive recycling facilities and the rest of the environmentalist community, many of whom own vehicles. They believe the contribution responsible auto recyclers makes to cause of environmentalism more than qualifies true auto recyclers to be welcomed within the ranks.

However, as the Brostens two-decade plus efforts show, persuading environmentalists to acknowledge that modern auto recycling doesn't have to conjure up the image of a "junkyard" has not been easy.

Despite finally getting approval in Oct. 2007 (after three attempts) to shutter their "antiquated" seven-acre site and redevelop a 20-acre site across the street, the Brostens' efforts to widen the "green spectrum" in the minds of the public has landed them in the headlines and the courtroom.

According to the Brostens, much of the controversy can be traced back to two factors: they require a facility close to the source of vehicle supply, and they need a relatively large amount of land to efficiently process vehicles in a way that maximizes a vehicle's recycling potential.

"You can process 1,000 aluminum cans a month in two-car garage, but recycling 1,000 vehicles a month requires 20 acres," Larry Brosten says. "If people who think of themselves as environmentalists learned more about the standards and practices of modern of auto recycling then they would realize we are all working towards the same goal. We recycle the largest consumer product most of them own. At 87 percent (by weight), the automobile is most recycled manufactured product in the world."

-More-

Auto Parts City/Green Embrace/ add to one

A recycling center such as Auto Parts City, which processes approximately 12,000 vehicles per year, handles:

- 18,000 tons of steel (36,000,000 lbs.)
- 12,000 batteries
- 48,000 tires
- 24,000 gallons of used oil
- 36,000 gallons of gasoline

And that is just a partial listing. Aluminum, platinum, copper and other natural resources also are used in the manufacture of a modern automobile.

The Brostens \$ 6 million commitment to develop their leading-edge facility and remake the public's perception of modern auto recyclers has caught the attention of others in their industry. They have been featured twice in American Recycler and are scheduled to be the subject of a 2,000-word feature for the convention edition of Recycling Today (pub. date March 10).

However, the Brostens say that all their efforts to develop the new Auto Parts City won't be a success until the public, particularly those individuals and organizations who care about environmental issues, accept auto recycling as a valued, necessary local business.

"Put it this way," Jay Brosten said, "some people think they are doing their part for the environment by driving a Toyota Prius. They need to remember that we will be the ones who recycle their hybrid someday. In fact the earliest model years are beginning to arrive at recyclers' doorsteps now."

(F.Y.I. Hybrid vehicles such as the Toyota Prius utilize NiMD batteries that weigh more than 100 lbs. Recycling hybrid batteries is an evolving issue that has not yet been complete resolved.)

Auto Parts City is one of Larry and Jay Brosten's automotive businesses. The Brosten family has been involved in auto salvage and recycling since the 1930s. In 1976, Larry & Jay moved Hy-Way Auto Parts to its present location at Routes 173 & 41 in Wadsworth, IL. There, they created one of the nation's premier environmentally conscious auto recycling facilities. The site is next to the DesPlaines River and is surrounded by the Lake County Forest Preserve. In 2000, Ford Motor Company bought Hy-Way and changed the name to Greenleaf™. The Brostens remained on staff at Greenleaf for several years afterward as part of their management team. Ford sold Greenleaf in 2005. Larry Brosten is a past president and current board member of the trade organization Illinois Auto & Truck Recyclers (ATRI).

Visit Auto Parts City's informational Web site www.21stcenturyautorecycling.com

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To find out more about Auto Parts City relocation, auto recycling or to arrange an interview with Larry or Jay Brosten contact: Jordan Madorsky 847.872.1628