



go GREEN the **eco**  
friendly alternative  
WHITEPAPER

# goGREENfleet OVERVIEW

## :: GOALS OF goGREENFLEET.com

To provide a fleet leasing and management product that is environmentally friendly, gives back to the community, provides an outlet for other companies to accomplish their green initiatives, reduces the carbon footprint EMKAY and their clientele are having on our planet.

providing a completely **ENVIRONMENTALLY FRIENDLY** lease and management product



### Who is the program for?

Companies that are looking to reduce their fleet's impact on the environment. Our solution will provide them with an outlet to facilitate this initiative.

### Why use it?

- ✓ On average our cars emit, on average, 12,000 pounds of climate-changing carbon dioxide every year.
- ✓ Energy use and consumption projected to grow by 50% by 2030.
- ✓ Offsetting your carbon footprint through the carbon offsets allows us to become part of the solution to climate change by supporting the reduction of carbon dioxide emissions equal to our carbon emissions contribution.
- ✓ Clean air and water. Planting trees can not only make your fleet carbon neutral by absorbing harmful CO<sup>2</sup>, but it helps mitigate the effects of urban sprawl, helps maintain clean air to breathe, and helps prevent excessive water runoff and erosion caused by clearcutting.

### What is Emkay's Green Lease and Management Product?

Emkay's product is unique within the fleet leasing industry as it is offered as a stand alone product within our portfolio. Within our contractual partnership with our clients, we will provide the opportunity to have two Green Products.



The first product, GreenBasic, is a simple add on to our existing lease and management services that would provide a "Green Rating" for all vehicles within your fleet and offer annual reporting of the total environmental effect of your fleet. We will also provide a "Carbon Offset" Chart to review opportunities to neutralize your fleets impact.

## go GREEN

Our core green product, goGREEN, is a stand alone lease contract that would pertain to specific vehicles within a fleet that are 100% carbon neutral and have zero environmental impact. Emkay would facilitate all reporting and environmental neutralizing programs for the client. For companies that have a "green Initiative" this would allow them to share corporate wide the "green lease contract" with Emkay.



**The entire Emkay goGREEN program is "green" not just the vehicles.**

### Environmental Neutral Options - to offset your fleet's impact:

**Carbon offset credits** - Emkay will track, coordinate payment and rebilling client annually for off-setting carbon emissions through our partner organization.

**Carbon offset tree planting** - Emkay will track, coordinate payment and rebilling client annually for off-setting carbon emissions through our partner organization.

Or client may select a designated percent combination of the two types of offsets

### How does it work?

Emkay will assess a CO<sup>2</sup> rating per fleet annually based on the total miles driven and the total gallons of fuel used. We will then calculate the average miles per gallon and then the total CO<sup>2</sup> emitted. The reporting will then calculate the offset (based on clients selection) through either carbon offset program or planting of trees or combination of the two to neutralize the effect of the vehicles with the goGREEN program. Emkay will use the carbon offset/tree calculator to calculate the dollar amount to qualify for the goGREEN lease.