

FOR IMMEDIATE RELEASE

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AAA Urges Motorists to Recycle Old Batteries

April 7, 2008 – In observance of Earth Week, the AAA New Jersey Automobile Club and its team of battery service professionals are encouraging motorists to take old automotive or marine batteries to a local collection point where they can be safely recycled during the Great Battery Roundup®.

A car battery is a renewable source of vehicle power and contains lead that is 97 percent recyclable. Each year, approximately 97 percent of vehicle batteries are recycled, however, the remaining three percent add up to millions of pounds of lead and gallons of sulfuric acid that can be discharged into the environment. This can create health and safety hazards for both humans and animals, as well as a being a potential fire hazard.

“AAA is on a mission to educate the public about the potential dangers of having old batteries in our homes while also encouraging a greener way of living with battery recycling,” says Michele Mount, director of public affairs for the Florham Park-based Club. “With the price of lead now on the rise, recycling batteries can also help keep the price of new batteries down – an extra incentive to recycle.”

During Earth Week, April 18 - 27, a Battery Assist vehicle will be on-hand at the Club’s branch offices to accept old marine and automotive batteries and provide free battery and electrical service checks. If the check reveals that your existing car battery should be replaced, the AAA technician can install a new battery for you right on the spot. Mark your calendars for these sites and times:

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AAA Florham Park, 1 Hanover Road –
Tuesday, April 22, 9 a.m. – 7 p.m.
Saturday, April 26, 9 a.m. – 3 p.m.

AAA West Orange, Essex Green Shopping Center, 495 Prospect Ave. –
Wednesday, April 23, 10 a.m. – 7 p.m.

AAA Clark, Shop-Rite Plaza, 58 Central Ave., –
Thursday, April 24, 9 a.m. – 7 p.m.

AAA Randolph, 711 Route 10 East –
Friday, April 25, 9 a.m. – 7 p.m.

Throughout the month of April, select AAA Approved Auto Repair (AAR) facilities will be accepting old marine and automotive batteries. For a list of participating AAR facilities and hours of operation, visit www.AAA.com and click on the “Great Battery Roundup” icon on the homepage.

For each battery collected during the Roundup, the AAA New Jersey Automobile Club Foundation for Safety & Education will donate \$1.50 to the New Jersey Chapter of The Nature Conservancy.

“As consumers, we must ensure that highly corrosive and hazardous automotive components are dealt with correctly,” continues Mount. “It’s a combined responsibility – motorists, retailers and the entire automotive industry – to continue its efforts in reusing and recycling vehicle batteries.”

The AAA New Jersey Automobile Club, through offices in Clark, Florham Park, Randolph, Springfield and Verona, provides automotive, travel, insurance, financial and educational services to residents of Essex, Morris and Union Counties.

