

GM's Waste Reduction Efforts Focus on Reusing Materials

GM is pushing to develop zero-waste facilities to help the environment and, say GM officials, because it just makes good business sense.

GM released its blueprint Oct. 19 summarizing its waste-reduction efforts and its global landfill-free program efforts.

John Bradburn, manager of GM's waste reduction efforts, said the company during 2011 set itself the goal of achieving 100 landfill-free manufacturing sites and 25 non-manufacturing sites by 2020.

As of September 2012, GM has achieved landfill-free status at 83 manufacturing sites and 19 non-manufacturing locations globally.

GM has more landfill-free facilities and recycles more waste from its worldwide facilities than any other automaker.

"This is important because sustainability of such a program is about it making financial sense," Bradburn said.

"Waste reduction has three aspects. The first is the social aspect, the second is environmental and the third is the financial benefit. They are all important."

Bradburn said GM believes going for zero-waste is not just important for GM, but for other companies as well, which is why GM shared its methods.

"We've been working with Delphi," Bradburn said. "They're interested in implementing a similar program at many of their plants. We feel strongly about sharing what we know and have learned."

One way GM has been able to reduce waste is to rethink how the company looks at what many call waste, Bradburn said. Instead of looking at byproducts produced at plants as waste, GM tries to look at it as commodities. By finding another purpose for these commodities, waste is eliminated and money is saved.

"We like to say that waste is just a commodity that's out of place," Bradburn said.

Bradburn said the question of repurposing and recycling byproducts is an interesting subject to the public.

"Everybody generates waste, whether at their homes or their businesses," he said. "People want

to know how they can save money and reduce household costs. They know what this subject is about because they manage it every day in their own lives."

GM will continue to try to improve its efficiencies in terms of eliminating waste, Bradburn said, through the use of recycling and reuse. The most efficient path is to reuse byproducts. If you recycle something, you have to spend money, fuel and time, say, melting down scrap metal and molding it into something else that can be used.

But if you find a way to reuse something, you can save a lot of steps.

"I'm talking about reusing a pallet as a pallet instead of grinding it down and using the remains as something else. We call this moving these commodities up the hierarchy ladder.

"The question is can we manage these processes by eliminating all forms of waste. Can we become even more efficient? Becoming landfill-free is our benchmark, our goal to achieve. We want to reduce our environmental burden."

But it must do so in a way that makes financial sense, Bradburn said. At times, GM has reduced its waste by making it a resource for cycled-content products. If a project is not cost-neutral or revenue-generating, he said, a company should rethink it.

GM has generated \$2.5 billion in revenue between 2007 and 2010 through various recycling activities. It now approximates its annual byproduct recycling and reuse revenue at about \$1 billion a year, made possible through using a holistic GM byproducts management system that combines environmental and financial benefits of all plant materials.

One example, Bradburn said, can be seen at the Pontiac Metal Center, which resulted in the generation of \$7.5 million in recycling revenue, including metals, in 2011 alone.

Another example of repurposing something is how Chevrolet Volt battery covers can now be put to a new use. The covers can be used as nest structures for bats and wood ducks.

- THE MOORS OF OXFORD -

New Construction Homes

CUSTOM - ESTATE SIZED HOMES

.6 to 2 Acre Lots
3 to 6 Bedrooms • 2 1/2 to 3 1/2 Baths
2,000 to over 3,000 Sq. Ft.
Award Winning Schools



From High \$200,000'S
To Low \$400,000'S

20 Minutes from Auburn Hills & Oakland County Technology Area



Call Shirley Thomas 248-703-5656
shirleyt.realtor@gmail.com • MoorsOfOxford.com

70 W. Long Lake, Troy, MI

SPECTACULAR ESTATE On 3+ Acres 4194 Windmill Farms, Milford



Custom built with 5 bedrooms, 4.2 baths.
Over 4,900 sq. ft.
\$1,290,000

To view the virtual tour visit www.homesbypartners.com



John MacLeod
248-866-7694

SERRA CHEVROLET in SOUTHFIELD on TELEGRAPH • NORTH of I-696 • WE'RE GENERATING EXCITEMENT!

WE NEED YOUR LEASED VEHICLE! \$1,000 MORE FOR YOUR TRADE!

COSTCO MEMBERS GET A \$500 COSTCO CARD WITH BUY or LEASE!



2012 CHEVY TRAVERSE LS • 24 MPG!
WAS \$30,925 • NOW \$22,386!

\$96 **\$138**

\$999 DOWN **\$0 DOWN**

24-mo lease • 10K miles/yr • No sec deposit! #CJ411253



2013 CHEVY CRUZE LS • 42 MPG!
WAS \$19,020 • NOW \$16,835!

\$159 **\$189**

\$999 DOWN **\$0 DOWN**

36-mo lease • 10K miles/yr • No sec deposit! #D7159438



2013 CHEVY MALIBU LS • 34 MPG!
WAS \$23,150 • NOW \$20,786!

\$176 **\$199**

\$999 DOWN **\$0 DOWN**

36-mo lease • 10K miles/yr • No sec deposit! #DF146089



2013 CHEVY EQUINOX LS • 32 MPG!
WAS \$24,580 • NOW \$22,063!

\$195 **\$217**

\$999 DOWN **\$199 DOWN**

36-mo lease • 10K miles/yr • No sec deposit! #D1146416

Costco offer cannot be combined with GM Employee Pricing. Due @ signing: first payment, tax, title, plate, doc & CVR fees. All pricing based on approved credit. Traverse/Malibu: based on GMS & Lease Conquest. Traverse: must qualify for the 800 score, Super "S" tier. Cruze/Equinox: based on Lease Conquest. Must take delivery from retailer stock by 11/30/12. See dealer for details. Photos may not represent actual vehicles.

AND...HOME OF THE **\$12.95** OIL CHANGE! (SOME EXCLUSIONS APPLY)

SERRA CHEVROLET
Chevy runs deep

SALES	
M-T-W-T-H	9-9
FRIDAY	8-6
SATURDAY	8-4
SERVICE	
M-T-W-T-H	7-7
FRIDAY	7-6
SATURDAY	7-3

SERRA CHEVROLET
12 MILE RD
SOUTHFIELD, MI

Ask about our **Guaranteed Credit Approval**
1.800.990.1151
GM AUTHORIZED SERVICE PROVIDER

ON TELEGRAPH • NORTH OF I-696 | SERRACHEVROLET.COM | 248.354.6001

MORAN CHEVROLET

Where You Always Get...

The Best Price...
PERIOD!

2013 CRUZE "LS"



Stk. #D10316 MSRP \$19,020

- ECOTEC 1.8L DOHC Engine! • 6-Speed Transmission!
- Power Windows/Locks! • Tilt Steering!
- AM/FM Stereo with CD! • Bluetooth for Phone!

No GM Discount Required!

Starting As Low As! **\$16,999** Lease It For Only! **\$158**

36 Mos. With Only \$999 Down NO Security Deposit

Cruze LT's Starting As Low As \$175 per Mo.!

"All New" 2013 MALIBU "LS"



Stk. #D9456 MSRP \$23,150

- 2.5L DOHC VVT Engine! • 6-Speed Auto Trans!
- Remote Keyless! • AM/FM/XM/CD Audio Sys!
- Bluetooth for Phone! • Aluminum Wheels!

Over 325 Available At Similar Savings!

Starting As Low As! **\$20,786** Lease It For Only! **\$178**

36 Mos. With Only \$1099 Down NO Security Deposit

Malibu ECO's Starting As Low As \$208 per Mo.!

2013 EQUINOX "LS"



Stk. #D9280 MSRP \$24,580

- 2.4L DOHC Engine! • 6-Speed Auto Trans!
- Power Windows/Locks! • Remote Keyless Entry!
- 17" Aluminum Wheels! • AM/FM/XM/CD Audio Sys!

No GM Discount Required!

Starting As Low As! **\$21,999** Lease It For Only! **\$198**

36 Mos. With Only \$1099 Down NO Security Deposit

Equinox LT's Starting As Low As \$239 per Mo.!

2013 SILVERADO EXT CAB



Stk. #2D6522 MSRP \$30,609

- LS Package! • Automatic Transmission!
- GM Bedliner Included! • Locking Rear Differential!
- Power Windows/Locks! • Remote Keyless Entry!

Over 125 Available At Similar Savings!

Starting As Low As! **\$23,405** Lease It For Only! **\$198**

36 Mos. With Only \$999 Down NO Security Deposit

"All Star" 4X4's Starting As Low As \$224 per Mo.!

Picture may not represent actual sale vehicle. All rebates/incentives including competitive lease (non-GM) in household have been deducted from Sale Price/Payment and are subject to change by the manufacturer without notice. GM Employee Discount is required except where noted. Prices/Payments are plus tax, title and plates. All leases 10,000 miles per year. 2012 Traverse LS require +800 credit score, others slightly higher. First payment, title, tax and plate fees are due at lease signing. Refundable Security Deposit is required on Volt. \$1000 over KBB is based on trade-in value minus reconditioning costs. No rebuilt or Salvage titles. Some Restrictions may apply, see dealer for details. Sale ends 11/30/2012 @ 6:00PM.

MORAN CHEVROLET

The Best Price...
PERIOD!

35500 S. Gratiot Ave.
Clinton Township, MI. 48035
(586)-791-1010

RICH MILNE
rmilne@moranautomotive.com

NICK NAWROCKI
nnawrocki@moranautomotive.com

DICK MILNE
dmilne@moranautomotive.com

MORANCHEVY.COM

4511 24th Ave.
Fort Gratiot, MI. 48059
(810)-385-8500