



December 8, 2010

Donald S. Clark  
Secretary  
Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

## **LKQ Corporation Comments on Federal Trade Commission Guides for the Use of Environmental Marketing Claims**

Dear Secretary Clark:

On behalf of the LKQ Corporation, I would like to submit the following comments and suggestions on the Federal Trade Commission Guides for the Use of Environmental Marketing Claims:

### **Comments**

We support the Guide as a useful tool for the automotive parts industry to promote themselves to the public in an environmentally responsible manner. We also support the marketing cohesion that the Guide advances to ensure the consuming public is properly educated on the products they buy or the services they request.

### **Suggestions**

As a leader in the vehicle recycling parts industry, we would like to suggest two changes to the Guide's Example numbers 12 and 13. We find the use of the words "automotive dealer" in Example 12 and "automobile parts dealer" in Example 13 to be limiting in scope. We would suggest expanding the terms of these examples to prevent a misconception to the industry or the public that these are the only two entities qualified to perform such functions.

LKQ Corporation, upon the acquisitions of Keystone Automotive Industries and Greenleaf Recyclers, LLC, is the nation's largest and leading provider of aftermarket, refurbished and recycled OEM parts. LKQ employs over 11,000 people nationwide within a network of approximately 350 facilities in more than 43 states.

## **LKQ and Environmental Responsibility**

At LKQ Corporation, we do not just create a better business environment for our customers in the automobile collision and mechanical repair industries – we are committed to helping make a better environment for the entire planet. That is why we lead the vehicle parts recycling industry in minimizing the impact of our activities by committing to:

- Meet or exceed all environmental regulatory requirements that apply to LKQ's activities
- Reduce and, where possible, eliminate waste by evaluating all operations and following the waste hierarchy of reduce, reuse and recycle
- Minimize the release of harmful substances into the environment through the selection and use of appropriate production materials and equipment, and maintenance of our motor vehicle fleet
- Actively promote recycling both within LKQ and among our customers and suppliers
- Reduce greenhouse gas emissions and the environmental footprint of LKQ in general
- Promote and produce range that minimizes the environmental impact of production and distribution
- Raise employee awareness of environmental issues and encourage their enthusiastic support of LKQ environmental initiatives
- Regularly evaluate our overall corporate environmental performance

## **Conclusion**

LKQ Corporation appreciates the opportunity to comment on the Guides for the Use of Environmental Marketing Claims. We continue to support the Guides and are optimistic that the Federal Trade Commission will note our suggested changes.

Please do not hesitate to contact me if you have any questions or comments. I can be reached at (954) 492-9092.

Respectfully,

Eileen A. Sottile  
Vice President, Government Affairs  
LKQ Corporation

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### Comment Form

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**Federal Trade Commission****Title:** Request for public comment**Subject Category:** Guides for the Use of Environmental Marketing Claims; Project No. P954501**Published:** October 15, 2010 [View Notice \(PDF\)](#) ([Download Adobe Reader](#))**Comments Due:** December 10, 2010**Invitation To Comment:**

The Federal Trade Commission ("FTC" or "Commission") conducted a comprehensive review of its Guides for the Use of Environmental Marketing Claims ("Green Guides" or "Guides") and proposes retaining the Guides. After reviewing the public comments, the transcripts of three public workshops that explored emerging issues, and the results of its consumer perception research, the Commission proposes several modifications and additions to the Guides. These proposed revisions aim to respond to changes in the marketplace and help marketers avoid making unfair or deceptive environmental marketing claims. The Commission seeks comment on these proposed revisions and other issues raised in this Notice.

**Privacy & Use:**

The FTC Act and other laws the Commission administers permit the collection of public comments to consider and use in this proceeding as appropriate. All timely and responsive public comments, whether filed in paper or electronic form, will be considered by the Commission, and will be placed on the public record of this proceeding—including on the publicly accessible FTC website at [www.ftc.gov](http://www.ftc.gov), to the extent practicable. Any information placed in the following fields on this form -- "Title," "First Name," "Last Name," "Organization Name," "State," "Postal Code," "Country," "Comments," and "Attachment" -- will be publicly available on the FTC Web site. Although filling out this comment form is voluntary, the fields marked with an asterisk are required in order for the FTC to fully consider a particular comment. Because comments will be placed on the public record including on the publicly accessible FTC web site, they should not include any sensitive or confidential information. In particular, comments should not include any sensitive personal information, such as an individual's Social Security Number; date of birth; driver's license number or other state identification number, or foreign country equivalent; passport number; financial account number; or credit or debit card number. Comments also should not include any sensitive health information, such as medical records and other individually identifiable health information. In addition, comments should not include any "[t]rade secrets and commercial or financial information obtained from a person and privileged or confidential. . . ." as provided in Section 6(f) of the FTC Act, 15 U.S.C. 46(f), and Commission Rule 4.10(a)(2), 16 CFR 4.10(a)(2). Comments containing material for which confidential treatment is requested must be filed in paper form, must be clearly labeled "Confidential," and must comply with FTC Rule 4.9(c).<sup>1</sup> As a matter of discretion, the FTC makes every effort to remove home contact information for individuals from the public comments it receives before placing those comments on the FTC Web site. More information, including other routine uses permitted by the Privacy Act, may be found in the FTC's privacy policy, at <http://www.ftc.gov/ftc/privacy.htm>.

**Accessibility:**

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<sup>1</sup>The comment must be accompanied by an explicit request for confidential treatment, including the factual and legal basis for the request, and must identify the specific portions of the comment to be withheld from the public record. The request will be granted or denied by the Commission's General Counsel, consistent with applicable law and the public interest. See FTC Rule 4.9(c), 16 CFR 4.9(c).

**Title:**

Vice President

**First Name:**

Eileen

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**Comments**

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LKQ, Corporation Comments on Federal Trade Commission Guides for the

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**Attachment(s):**

Attached file: LKQ Comments (Green Marketing Guide).pdf

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