

Does your car need some attention after snow? Get “green” oil change at Firestone

Firestone Complete Auto Care™ stores in greater Portland, Ore., area piloting greener oil change service

Going green is easy for Portland drivers as it is the first market in the country where motorists can receive the nation’s only environmentally friendly oil change service, now offered at all 17 Firestone Complete Auto Care store locations in the greater Portland area. Owned and operated by BFS Retail & Commercial Operations, LLC (BFRC), Firestone Complete Auto Care is the first of the major chains in the automotive repair industry to offer customers a “greener” oil change service.

“This new option in oil changes will help customers in one of the nation’s greenest cities lead even cleaner, greener and more environmentally conscious lifestyles,” said John Sheerin, Environmental Director for BFRC. “BFRC and Firestone Complete Auto Care recognize that today’s customers want to protect the environment. That’s why we decided to offer a service that reflects that concern.”

The environmentally friendly oil change service uses a recycled, twice refined, high-quality motor oil product called EcoPower. The re-refined motor oil, which meets or exceeds the highest North American standards for motor oil performance in gasoline engines, requires up to 85% less energy to produce than regular motor oil. Also, since EcoPower is made from existing used oil stocks, it helps conserve the earth’s limited natural resources and supports environmental sustainability. Firestone Complete Auto Care closes the loop on oil recycling by ensuring that oil removed from vehicles during oil changes is sent to a re-refiner so it can be reused.

“Moving forward, everyone should evaluate and reduce their impact on the environment,” Sheerin added. “By offering new services like the environmentally friendly oil change, and continuing to make our traditional services as eco-conscious as possible, BFRC can continue to meet the needs of the customers and communities we serve.”

Protecting the environment is a top priority at BFRC. Firestone Complete Auto Care stores were the first in the automotive repair industry to commit to using steel wheel weights instead of traditional lead wheel weights. Throughout the country, BFRC store locations recycle tires, car batteries, oil and oil filters, antifreeze, Freon, and many other automotive products. Community members also have the opportunity to bring used oil and automotive batteries from do-it-yourself (DIY) projects to Firestone Complete Auto Care store locations for proper recycling at no cost to the consumer.

BFRC is a subsidiary of Bridgestone Americas Holding, Inc., which has a long tradition of supporting the environment and conservation efforts. Bridgestone Americas’ environmental programs have been recognized by organizations including the US Environmental Protection Agency, the Environmental Federation of Oklahoma, the Iowa Governor’s Office, the Tennessee Department of Environment and Conservation, the National Geographic/Eastman Kodak Company/Conservation Fund, Honda of America Manufacturing, Inc., the Wildlife Habitat Council, and Keep America Beautiful.