

Hello everyone,

Can you believe it's already February? I love winter, but I am looking forward to temperatures above 0° for a change! We spend a lot of time talking about what our industry does. But sometimes it's worth taking a step back and talking about *why* it matters — not just to our businesses, but to our communities, our environment, and the people who show up to work every day.

You already know this firsthand, but [here's a great article](#) full of stats about how automotive recycling is one of the most successful recycling efforts in the country. Around 95% of end-of-life vehicles in the U.S. are recycled, which means millions of cars each year are responsibly processed instead of ending up as waste. That work saves raw materials, reduces emissions, and keeps usable parts in circulation for drivers who need affordable, reliable repairs. It's practical, it's efficient, and it works.

But the impact of this industry isn't just measured in tons of steel or barrels of oil saved. It's also about the people doing the work.

Another recent piece from Auto Recycling Now explores the idea of *ikigai* ([click here to read more](#))— a Japanese concept centered on finding purpose and fulfillment in what you do every day. If you need some inspiration about why you do what you do, this will help! It's a reminder that meaning doesn't come from buzzwords or trends, but from knowing your work has value. This feels especially relevant to auto recycling. The people in our yards solve real problems every day

Here in Wisconsin, our salvage and recycling yards play a quiet but essential role. We support local economies, provide skilled jobs, help protect the environment, and keep vehicles on the road safely and affordably. That combination of impact and purpose is something worth recognizing and protecting.

Have a great February!

All the best,

Annie Kauffman

Executive Secretary

CARS of Wisconsin

Referenced articles:

Automotive Recycling Statistics – LookupAPlate

<https://www.lookupaplate.com/blog/automotive-recycling-statistics/>

Ikigai: Finding Purpose and Fulfillment in Everyday Life – Auto Recycling Now
<https://autorecyclingnow.com/workforce/ikigai-finding-purpose-and-fulfillment-in-everyday-life/>