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Going further to empower local communities

One of the oldest car companies in the world, Ford Motor Company has a long history in Malaysia as well. Its longevity can be attributed to its ONE Ford business strategy of creating an exciting and viable company with sustainable profitable growth for all.

"Great companies are driven by purpose as well as profit," says David Westerman, regional manager, Asia Pacific, Ford Export & Growth Operations. "Environmental and social goals are key elements of our ONE Ford business strategy, and our business objectives are fully aligned with our efforts to help build a better world."

"Ford promises to 'Go Further', which is what makes us unique," he continues. "It is Ford's unwavering commitment to continuously improve on customer satisfaction and favourable opinion to increase value for all our stakeholders. It is about how we partner with our dealers, collaborate with our suppliers, serve our communities and empower every employee to make a real difference in our company."

In October this year, Ford pledged RM150,000 to its 2012 Conservation and Environmental Grants programme in Malaysia. The grant is available to deserving local projects dedicated to environmental protection and underscores Ford's commitment to the market and its communities.

The grant is administered by Ford and its dealership partner Sime Darby

Auto Connexion (SDAC) and is open to all individuals, community and non-profit groups with projects in the areas of natural environment preservation, environmental education and conservation engineering.

The global grants programme was launched in 1983 and since then Ford has awarded more than US\$2.5 million (RM7.5 million) in grants to hundreds of environmental projects in 60 countries, spanning Asia Pacific, the Middle East, Puerto Rico, the Caribbean and Central America.

"This programme is one of the many ways Ford goes further to preserve the environment and to improve quality of life in the communities where we operate," says Westerman. "By involving employees, customers and the general public, we invite all Malaysians to go further with us to work towards bettering the community."

The Conservation and Environmental Grants programme has become an annual event in select markets within Ford Export & Growth's Asia Pacific region and part of Ford's philosophy that growth and sustainability should always go hand-in-hand.

"We believe the challenges we face

as a society present us with an opportunity to add value for everyone, and remain committed to the long-term

preservation and enhancement of environmental, social and financial capital," says Westerman.

The company's previous donations have benefited projects in school and community gardens, scientific research, environment educational map design, media campaigns on environmental issues, development of organic farms,

the breeding of endangered species and relocation of wildlife, among others.

The call for submissions for the grant was opened on 22 Oct and closed at midnight on 30 Nov. The submissions were considered and winners were selected by a panel of independent experts from WWF-Malaysia (World Wildlife Fund for Nature), WildAsia, Malaysia Nature Society and Forest Research Institute of Malaysia (FRIM) as well as Ford and SDAC representatives based on usefulness and practicality of the project, dedication, financial need, originality, and potential to replicate the programme

The winners of Ford's 2012 Conservation and Environmental Grants programme will be announced before the end of this month.

For more information
 ↪ www.ford.net.my



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David Westerman, Regional Manager, Asia Pacific, Ford Export & Growth Operations.



Veemala Rethinasamy, Malaysia National Sales Manager, Ford Export & Growth Operations – Asia Pacific (far right) presenting the donation of RM51,000 to the Sepilok Orang Utan Rehabilitation Centre near Sandakan, Sabah.