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KUALA LUMPUR: Staff from BMW Group Malaysia recently planted 200 trees at the Botanical Garden of the Forest Research Institute Malaysia (FRIM) in Kepong as part of efforts to revitalise the forest reserve in Klang Valley.

In a statement yesterday, chief executive officer of BMW Group Malaysia Dr Gerhard Pils said the group had been at the forefront of innovations towards reducing fuel consumption and emissions with its performance enhanced vehicles.

Tree planting is only part of

the group's corporate social responsibility to give back, he said.

Pils said in Malaysia, BMW's Efficient Dynamics strategy had led the premium automaker to introduce its fleet of BMW Advanced Diesel and BMW Active Hybrid vehicles in the country.

"Moving further up the sustainability chain, the improvements of BMW EfficientDynamics for our environment has been a catalyst of our remarkable success as a premium automaker," he added. — Bernama