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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 in Kepong as part of efforts to revitalise the forest reserve in Klang Valley.

In a statement Friday, Chief Executive Officer of BMW Group Malaysia Dr. Gerhard Pils said the group

has 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 has led the premium automaker to intro-

duce its fleet of BMW Advanced Diesel and BMW ActiveHybrid 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