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Tree-planting by BMW staff

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, BMW Group Malaysia chief executive officer Dr Gerhard Pilz 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. Pilz said in Malaysia, BMW's Efficient Dynamics strategy has led the premium automaker to introduce 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." — Bernama