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BMW Group Malaysia help Green the Botanical Gardens at the Forest Reserve Institute of Malaysia (FRIM)

Staff from BMW Malaysia and BMW Credit Malaysia plant 200 trees at the Botanical Garden to revitalise Klang Valley's premiere forest reserve



Mr. Mohammad Faizal Jaafar, Corporate Management Unit of FRIM presents Dr. Gerhard Pils with a token of appreciation.

The management and employees of BMW Group Malaysia recently took time from the office to visit and plant 200 trees at the Botanical Gardens at FRIM in Kepong. The activity was part of the premium carmaker's year end staff activity to cap another successful year in 2012.

The tree planting initiative by BMW Group Malaysia saw the organisation cover a sizeable area of two acres with 200 of the Camphor Tree species which is known to be a perfect shade as well as a major carbon offset solution for reducing CO₂ in the atmosphere. The new trees will also raise the bio-diversity index in the area and provide new habitats for many different animal species in the future.

Apart from physically restoring the environment, BMW Group Malaysia has also been at the fore front of introducing simple solutions that contribute towards the energy efficiency and environment sustainability lifestyle. In June last year, the premium carmaker introduced the BMW Eco Pro screensaver, a special screensaver which operates on the same principles as BMW's

innovative Auto Start/Stop function, assisting Windows and Mac users in saving up to 89.87 per cent of the energy or approximately 693.99 watts from their notebooks and laptops when idle.

The BMW Group has been ranked as the number one automotive company in the world for its commitment to Sustainability. The premium automotive company has been named the most sustainable automobile manufacturer in the Dow Jones Sustainability Index for the last eight consecutive years; listed for over ten years in FTSE4Good, one of the most highly regarded indexes for Sustainable practises; achieved first placing and the Top Automotive brand in the Carbon Disclosure Project Global 500 Ranking; named the Fleet Manufacturer of the Year at the Green Fleet Awards 2012 and awarded the Most Sustainable DAX company in the Sustainability Sustainability rating.

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.