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Green beliefs

Car manufacturer employees plant 200 trees at FRIM

THE management and employees of BMW Group Malaysia recently took time off from work to visit and plant 200 trees at the Botanical Gardens in FRIM, Kepong.

It was part of the carmaker's 2012 year-end activity.

BMW Group Malaysia chief executive officer Dr Gerhard Pils said: "The BMW Group is no stranger to helping the environment.

"In fact, we make vehicles that are ecologically friendly and responsible.

"The strategy that has been driving this is BMW Efficient Dynamics which has led us to develop solutions as well as practices that result in meaningful and practical benefits to users as well as the environment.

"The tree-planting activity is an extension of our efforts with BMW Efficient Dynamics and displays how committed we are as employees to this strategy."

He added that as a responsible corporate citizen as well as a sustainable car company, the BMW Group has been at the forefront of innovation for the reduction of fuel consumption and emissions in its performance enhanced vehicles and that the tree-planting was only part of their corporate social responsibility to give back to the community.

"Moving further up the sustainability chain, the improvements courtesy of BMW EfficientDynamics for our environment has been a catalyst of our success as a premium automaker and we are determined to work to achieve an even higher benchmark in sustainability, efficiency and driving dynamism for our cars," said Pils.

The tree-planting initiative involved two acres and 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-diver-

sity 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 forefront 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% of energy or approximately 693.99 watts from their notebooks and laptops when idle.

"Simple technologies, solutions and best practises such as these have led us at BMW to be named and awarded titles such as the Greenest Car Company in the World as well as the Most Sustainable Automaker by independent parties and evaluators.

"While these awards add merit to our name, there is still much to do in the areas of energy efficiency and sustainability in the auto industry," said Pils.

In Malaysia, BMW's Efficient Dynamics strategy has led the automaker to introduce its fleet of BMW Advanced Diesel and BMW ActiveHybrid Vehicles.

The tree-planting activity is an extension of our efforts with BMW EfficientDynamics and displays how committed we are as employees to this strategy.

—DR GERHARD PILS

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First one in:
Pils (right) and BMW credit managing director Joe Hall planting their first *Dryobalanops aromatica* Kapur tree at the Kepong FRIM Botanical Garden.