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»UMW Toyota goes green

IN partnership with the Shah Alam City Council (MBSA), and in conjunction with the recent World Environment Day, UMW Toyota Motor conducted a series of tree-planting activities.

Held throughout the month of June by UMW Toyota's own staff, the firm has successfully planted more than 1,500 trees in two locations starting with the Forest Research Institute of Malaysia (FRIM) reserve in Kepong, followed by the Kota Kemuning Lake Garden. The first session in FRIM held on June 14 saw more than 30 of UMW's staff from its Assembly Services Sdn Bhd arm take part in the act. The second was then held recently on June 21 in the Kota Kemuning Lake Garden with the help of more than 1,400 people in attendance.

The events were held as part of the UMW Toyota firm's corporate social responsibility (CSR) movement towards environment conservation, complementing its other two pillars such as child road safety and charity assistance. The planted trees will be cared for by MBSA with the aid of UMW Toyota staff who will monitor the development of these trees and ensure their healthy growth.

