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Press Release

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Toyota gives root to UNEP's Billion Tree Campaign in Europe

The Toyota Fund for Europe (TFfE) – with support from NGO partners and Toyota companies – will plant 1.2 million trees in Europe by the end of next year as part of UNEP's Billion Tree Campaign. The initiative, launched in 2007 by the United Nations Environment Programme (UNEP), is calling on citizens globally to plant seven billion trees – roughly one tree per person – by the end of 2009. Since 2007, Toyota has helped plant some 350,000 trees and invested an equivalent amount in related activities, as part of a company-wide response to climate change.

'We are extremely proud to support UNEP's Billion Tree Campaign, using our European network to empower local communities to plant trees for a cleaner and greener future,' said Graham Smith, Chairman of the Toyota Fund for Europe. 'This campaign is proof of how families, employees, customers, even schools and governments, can be part of an effective global response to the environmental challenge. Europe – it's time to put on your boots and start tree planting!'

Toyota companies across Europe have already stepped up to the tree planting challenge in a resounding manner. Toyota Deutschland has supported the planting of 140,000 trees this year alone, while Toyota Retailers in Spain joined forces with over 8,500 people on Sunday, 23 November, to plant no fewer than 150,000 seedlings at 62 locations. Meanwhile, Toyota Monaco plants 21 trees per hybrid vehicle sold – aligning with the UN's programme for sustainable development, Agenda 21.

Tree planting has long been recognised by Toyota and UNEP as one of the most cost-effective ways of tackling climate change, absorbing carbon dioxide and therefore helping to reduce greenhouse gas (GHG) emissions. Toyota Motor Manufacturing UK – TME's first and largest manufacturing company in Europe – has already planted over 350,000 trees and shrubs since it started operations in 1992.

The Toyota Fund for Europe was established in 2002 to partner with and support non-profit organisations and educational institutions on community activities that improve the environment, technical education and road safety. Since then, the fund has supported over 60 projects across Europe, representing a total investment of €7 million – not including the time personally donated by Toyota employees. For more information visit www.toyotafund.eu



The Toyota Fund for Europe is proud to be an Official Corporate Partner of UNEP's Plant for the Planet: Billion Tree Campaign. Toyota and Partners aim to plant 1.2 million trees across Europe by the end of 2009.

TOYOTA MOTOR EUROPE

Notes to the editors:

The success of UNEP's Billion Tree Campaign has today resulted in more than 2.5 billion trees being planted. For more information visit: www.unep.org/billiontreecampaign

Images of Toyota's tree planting activities in Spain can be found on Toyota's European media website: www.toyota-media.com

Toyota Motor Europe NV/SA (TME) oversees the wholesale sales and marketing of Toyota and Lexus vehicles, parts and accessories, and Toyota's European manufacturing and engineering operations. Toyota directly and indirectly employs around 80,000 people in Europe and has invested over €7 billion since 1990. In 2007, Toyota sold 1,238,638 Toyota and Lexus vehicles in Europe, enjoying its 11th consecutive record year of sales. For more information, go to <http://www.toyota.eu>.

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