



Auto West BMW

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ALEX BURROWS SCORES FROM THE “GREEN LINE”

Prominent Vancouver Canuck hockey player scores with eco-friendly partnership.

Richmond, BC, March 9, 2010 – In line with his personal green values, the NHL’s first Star of the Week for 2010, Vancouver Canucks left-winger Alex Burrows, has partnered with Auto West BMW, Canada’s first eco-luxury dealership in Metro Vancouver as his exclusive automotive sponsor.

Burrows who recently took delivery of a new BMW X5 xDrive35d with Advanced Diesel technology is renowned for his perseverance and dedication which has made him the rising star he is today. Similarly, Auto West BMW has been dedicated to contributing to the local community and is ranked as one of the top auto retailers in Canada.

According to Burrows, “I am personally a big supporter of the environment and try to be as eco-friendly as possible. Eating natural, organic food is part of my training regime and I donate to the NHLPA Green Carbon Challenge on an annual basis. The X5 I’m driving is incredibly fuel efficient and I’m even reducing my CO2 emissions by 25%. Auto West BMW has a green vision that fits with my own values and aligns with Vancouver’s goal to become the most sustainable city in the world.”

Joachim Neumann, President of Auto West BMW adds “We have invested heavily in this eco-friendly flagship BMW dealership so it gives back to the environment as much as possible. It features geothermal heating and cooling, a green roof garden, and a water recirculation and reclaim system. We’ve also mandated our suppliers to share similar green values, such as our cleaning agency which has switched to natural, organic solvents. Our customer lounge even uses water cups made from biodegradable corn.”

Speaking on further reducing its carbon footprint, “Recently the honey bee has become an endangered species and we will now do our part to help. Three beehives are en-route from New Zealand and will be installed on the green roof garden, where we already grow and harvest organic produce for our employees.” In terms of beekeeping, the business partners will be fully trained to look after the bees firsthand. The use of honey bees follows a similar method used by the new Vancouver Convention Centre West which was the International Broadcast Centre during the recent 2010 Vancouver Winter Olympics.

Auto West BMW will also be installing a wind turbine to provide overnight idle power for the 62,000 square foot facility. As a brand, BMW has been named the world’s most sustainable car brand for the 5th consecutive year by the Dow Jones Sustainability Index. It is because of this great fit that Alex Burrows is Auto West BMW’s spokesman and will be making future guest appearances at their special events.

Auto West BMW is a leader in automotive retailing, having developed one of the world’s first eco-luxury showrooms in Richmond, BC and were pioneers in importing BMWs into Canada over 40 years ago. It is a Consumers’ Choice Award winner for Luxury Car Dealer in Metro Vancouver for 2008 & 2009 and has actively given back to the community through organizations such as the Canadian Cancer Society, BC Children’s Hospital, Canuck Place and the Special Olympics.

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