



Press Release

10<sup>th</sup> June 2011

**Crown Motors's Continuing Contributions to Society**  
**Awarded with the Caring Company Logo for Two Consecutive Years**

Crown Motors Limited (CML) has been an active leader in promoting corporate social responsibility, which reflects our wholehearted dedication towards improving Hong Kong society. As a testament to our efforts, CML has been awarded with the Caring Company Logo, which reinforces our desire to see the positive development and growth of our society.

The Caring Company Scheme, which is launched by The Hong Kong Council of Social Service, recognizes and supports those businesses that contribute to society in a responsible way. The award evaluation is based on three key aspects: Caring for the Community, Caring for the Employees, and Caring for the Environment. This year we at CML are the proud recipient of the Caring Company Logo for the second consecutive year.

In recent years, CML has been actively sponsoring various charity events to aid a host of social causes and bolster environmental protection activities. For five consecutive years we have sponsored the Standard Chartered Marathon by providing the hybrid vehicle which is Toyota Prius as the official clock car. We also enthusiastically participate in donation drives arranged by the Community Chest of Hong Kong, including Dress Special Day, Community Chest Green Day and many others. We are key supporters as well in the events organized by World Wildlife Fund (WWF) such as Earth Hour, Walk for Nature and other environmental efforts.

Internally as well, CML attaches great importance to the well-being of our staff by providing comprehensive support including industry-specific training and occupational health & safety training. At the same time, we actively co-operate with the Hospital Authority in arranging health talks and related activities as well as promoting healthy dieting. We also present awards to top performing staff through various incentive schemes, and effective channels are provided for employees to convey their suggestions and concerns.



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In the future, we will continue our multi-dimensional philosophy to bolster corporate social responsibility. More environmental-friendly vehicles will be imported to promote “green driving”. Meanwhile we will strengthen co-operation with our social partners to reward our society.

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Photo Caption:



*As a Caring Company, Crown Motors Limited coordinated with Hong Kong Girl Guide Association and Toyota Car Owners Club to jointly organize the event of “Love Sharing and BBQ Fun Day” with Hong Kong Girl Guide Association – Special Unit.*



*For five consecutive years Crown Motors Limited has sponsored the Standard Chartered Marathon by providing the hybrid vehicle which is Toyota Prius as the official clock car.*