

12th November 2008

TOYOTA pledges ongoing support for CONKERS

Toyota Manufacturing UK (TMUK), one of the major benefactors of the Heart of the National Forest Foundation, has pledged its ongoing support for CONKERS as part of its significant commitment to the environment.

Toyota is one of the world's largest car manufacturers and operates two manufacturing plants in the UK. The vehicle manufacturing plant, based at Burnaston in Derbyshire, is only 30 minutes away from the award-winning CONKERS experience of woodland life which is popular with the Toyota workforce and their families.

The company has agreed to continue its support for CONKERS over the coming 5 years. Toyota will be associated with one of the four major halls within CONKERS Discovery and closely linked with the Enchanted Forest indoor exhibit which is a huge hit with visitors.

Clive Bridge, Corporate Affairs Director of Toyota Manufacturing UK, said: CONKERS continues to offer visitors of all ages a unique experience in which they learn about the environment in a fun and interactive way. We are committed to working in harmony with the local community to preserve and promote the local environment, so extending our partnership was the natural choice."

Stephen Woolfe, Chairman of the Heart of the National Forest Foundation which has led the creation of the family attraction, expressed his warmest thanks to Toyota at the announcement of the company's ongoing support:

"Toyota is taking the lead by committing its ongoing support for CONKERS. The company is a powerful example of what an organisation can do by investing in the environment and is a beacon of environmental excellence. We are proud that Toyota is a major supporter of the Foundation and we would like to thank the company most warmly for continuing its invaluable support."

As an environmentally responsible manufacturer, TMUK has aimed to minimise the environmental impact of its operations since the start of production in the UK in 1992.

In recognition of its environmental performance, TMUK has been named as one of only four global model plants for sustainable activities by Toyota Motor Corporation.

As model plants for sustainable activities, TMUK will achieve leading environmental performance through the use of innovative production technology, increase the use of renewable energy and work in harmony with the local community to preserve and promote the local eco-system. TMUK will then share its knowledge and experiences with other Toyota plants across Europe.

Toyota has introduced new branding in the Enchanted Forest indoor exhibit at CONKERS to outline its approach to the environment.

Toyota Manufacturing UK is sealing its support for CONKERS on Tuesday 11th November when Clive Bridge joins Stephen Woolfe at the 'Enchanted Forest' within CONKERS Discovery to welcome a group of local school children into the exhibit.

Picture Caption:

Stephen Woolfe, Chairman of the Heart of the National Forest Foundation (back left) and Clive Bridge, Corporate Affairs Director, Toyota Manufacturing UK (back right) launch Toyota's new extended sponsorship of CONKERS at the Enchanted Forest exhibit with pupils from St Francis of Assisi Technology College, Walsall, (front row, right to left – Daniella Hill, 12, Alice Duckworth, 11, Jack Hardy, 11, and Peter Swift, 11, visiting CONKERS for the day.

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