

## Green by Nature, Mature in Age

### Motorama ensures it's part of the Australian landscape

If 50 years in business isn't enough to 'crow' about, then the MOTORAMA team has set its 2010 sights, by pledging to celebrate with a 'hands on effort' to reduce global climate warming.

Mark Woelders, third generation family member and CEO of Motorama, commented that, "we're partnering with the Australian Conservation Volunteers to establish where are Brisbane's neediest locations that require an injection of environmental care."

"Motorama aims to raise in excess of \$100,000 from May to August this year, with a \$50 donation from every car sale, to put back into the environment."

The project is intended to peak around 'National Plant a Tree' day, on August 1<sup>st</sup>, and we are encouraging team members from our Hillcrest, Moorooka and Salisbury sites to be involved at the chosen environmental site.

"If we make the inroads we anticipate with this 'green value' project, then it is highly likely that we will progress further with a similar project next year," Mark stated.

Director Corporate and Government Affairs, Mr Phil Harrison has welcomed the approach from Motorama to 'get their hands dirty.'

"There are sites in Brisbane that need extensive help," he said.

"One such area is in Salisbury, which requires 7,000 plus more tree's to be planted then maintained over the coming years."

"Our Corporate Connection program is all about linking the corporate world to the natural environment in an easy, productive and reputable way."

And in true Motorama style throughout the 50 years, high on the agenda has been care for customers, team members, the community and environment.

"Even in our earlier days in the business, there was always an approach to give back to the community, forming an integral part of day to day business," Mark said.

Mark believes that the car industry, alongside every other business in Australia, has had to change the way they do business, in the light of the global financial crisis.

"Motorama has set their sights on an intense focus on their processes, offering a plethora of choices to car customers. However, it doesn't stop there," he commented.

"We're also dedicated to a set of 'team values' at Motorama, which largely focus on the customer, our team, and our corporate responsibility to 'Mother Earth'.

"**'BE GREEN'** is one of our key 'team values', as we recognise that future generations depend on us to conserve now."

"At the end of the day, every bit helps, power, water and paper use, not to mention that future Motorama sites will be the greenest and cleanest possible."

Combine this environmental commitment continued customer service programs, and management leadership training, our mantra is not about making sales, it's all about relationship handling with the customers, every one of them having different needs.

"Celebrating our 50 year milestone by our 'hands on' involvement with the Australian Conservation Volunteers program, means we're putting back into the community in true aussie style because we want to be apart of the landscape for the next 50 years.

**Donating  
\$50 to  
reforestation  
from every  
car sold.**



**Conservation  
Volunteers Australia**

**MOTORAMA.com.au**

*Until August 1st*

