

# Lexus India plants trees for every car sold

*The carmaker is aiming to move closer towards neutralising the impact of its carbon footprint in India.*

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NEW DELHI: The luxury arm of Japanese carmaker **Lexus India** on Tuesday announced a novel green initiative. Aiming to move closer towards neutralising the impact of its **carbon footprint** in India.

The luxury carmaker planted trees for every one car sold

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effective from August 2017.

The trees have been planted as a step towards neutralising the environmental impact of the carbon emissions generated by those vehicles.

The Delhi and Gurgaon guest experience centers along with the Chandigarh after sales service facility will plant trees at the periphery of [Sitamata Sanctuary](#) in Rajasthan.

The Mumbai guest experience center will plant trees in Nimbora and Amravati in Maharashtra, with the support of [Grow-Trees.com](#).

While the Bengaluru guest experience center and the Hyderabad, Kochi and Chennai after sales service facilities will plant trees at Toyota Kirloskar Motor's manufacturing facility in Bidadi, Karnataka.

Akitoshi Takemura, President, Lexus India, said: "This initiative is a significant milestone in Lexus' commitment to India since our launch in March this year. It is a commitment towards building a better planet for the future generations."

"Planting a tree enables us to mitigate the impact of carbon emissions. Additionally, involving our guests in this initiative fosters better living and building stronger communities that care for the environment."

"At Lexus, it is not just our cars that define us. It is also how our automobiles can shape a better tomorrow. We are dedicated to discover newer aspects of sustainability in order to maximise our contribution towards a cleaner and greener environment."

"We have ambitious environment goals globally and this green initiative in India is a special one as it also involves our guests in Lexus India's pledge to a better future," he added.

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Good initiative..All the very best.  
Think of some tree plantations in Mumbai as well!!  
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