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WA Sustainable Energy Association Inc. (WA SEA)

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New industry partnership promoting energy-efficient and sustainable motoring.

The Western Australian Sustainable Energy Association Inc (WA SEA) welcomes Auto Classic BMW as a member of the only business peak body actively supporting substantive action on sustainable energy in Western Australia.

Auto Classic BMW joins more than 190 industry members from a diversity of companies, businesses, organisations and individuals involved in sustainable energy practices and including energy efficiency across government, business and the community in: infrastructure; architecture and design of buildings and homes; transport; performance of appliances, vehicles, machinery, and industrial processes; and the use of renewable energy generation including passive use and solar hot water.

WA SEA members are many of the key energy players in Western Australia, exemplified by our current corporate members: Alinta, BHP Billiton Iron Ore, BP Australia, Carnegie Corporation, City of Mandurah, Gull Group of Companies, Horizon Power, Landfill Gas & Power, Pacifichydro, Perth Energy, PricewaterhouseCoopers, Rio Tinto, Solahart, SunPower Corporation, Synergy, The University of Western Australia, Verve Energy, Western Power, the WA Department of Industry and Resources - and now including Auto Classic BMW.

WA SEA has a strong reputation in Western Australia for authoritative commentary on a broad range of issues around energy efficiency and sustainable energy.

“I welcome Auto Classic BMW as WA SEA members and acknowledge the strong commitment Auto Classic has made to support WA SEA and to become a corporate supporter,” says Dr Ray Wills, CEO of WA SEA.

“In addition to taking up membership, Auto Classic BMW are providing a BMW 320 Diesel Executive from BMW’s Efficient Dynamics for use by WA SEA.”

The BMW 320 Diesel (based on the Australian Government’s Green Vehicle Guide) is currently the most fuel-efficient, conventionally powered, automatic passenger sedan on the road, with consumption of 6 litres per 100 km, and represents BMW’s continuing efforts to improve efficiency and reduce CO2 emissions across the BMW range.

“Sustainability takes into account many factors - fuel efficiency and lower emissions is an important part of the equation, but so too is road safety. People should not be surprised to hear that car accidents and the injuries they can cause are not a sustainable outcome. The BMW 320 Diesel also has a high ANCAP safety rating, which is an indispensable part of sustainable motoring,” says Dr Wills.

“WA SEA would also like to acknowledge the support of two other WA SEA members who are contributing to the costs of operating the vehicle:

- BP will supply BP Ultimate Diesel via a BP card to fuel the BMW 320 Diesel, and carbon offsets via the BP Global Choice program to ensure the vehicle is carbon neutral.
- The RAC are providing comprehensive RAC Insurance for the vehicle, as well as RAC Roadside coverage to complement BMW Roadside Assistance.

The BMW 320 Diesel will be badged in the livery of all partners - Auto Classic BMW, BP, the RAC and WA SEA - to provide a visible icon for the importance of more sustainable motoring as a part of the mix of global and universal action on greenhouse gas emissions.

“We need ‘joined-up thinking’, with action in every thing we do - the things we build, the things we buy, how we live – and how we drive.”

“And WA SEA Members – including now Auto Classic BMW - are already engaged in providing the business part of the solution to climate change, to get the job done in a way that won’t cost the Earth.”



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