

"Join the Porsche Ride" in Malaysia: Contributing Together to a More Sustainable Future

07/02/2025 On its seventh stage, the Porsche Taycan made a stop in Malaysia as part of Join the Porsche Ride. Specifically, in Kulim, in the state of Kedah, in the north of the country.

Together with Porsche Asia Pacific, Porsche Malaysia represented by Sime Darby Auto Performance, and Inokom Corporation Sdn Bhd, Porsche AG launched an environmental protection program for school children at a local public elementary school in December 2024. "As with the previous stops of Join the Porsche Ride, empowerment through education is at the center of our activities in Malaysia," said Hannes Ruoff, CEO of Porsche Asia Pacific.

The focus of the program, implemented with the support of the Malaysian NGO Free Tree Society and named "Sahabat Lestari," is not only on environmental protection qualification but also on establishing responsible behavior and integrating it into everyday school life. Heinz Alexy, Vice President Supply Chain Management and External Production, was also delighted: "We have created a social project that

not only inspires future generations but also empowers them for future challenges."

The school's own mini jungle

In workshops, the topics are initially introduced to the students in an age-appropriate manner. The heart of the program, among other things, includes the planting of a school's own mini jungle, which will then be maintained and cared for by the school community. As part of a 30-day challenge, the recycling of various materials from everyday school life, such as paper and plastic, will be introduced at the school. After participating, the students will receive a certificate as an "Eco-Ambassador."

“Together, we aim to make a tangible difference by seeking to generate positive environmental and social impacts with our projects while fostering change to a more sustainable future through collective efforts.”, added Christopher Hunter, CEO of Sime Darby Auto Performance.

Anchoring the activities in the school allows the children not only to integrate what they have learned into their personal lives and families but also aims to expand the elementary school into a recycling hub for the community. Sui Keng Huat, Managing Director of Inokom Corporation San Bhd, also praised the program: "The multi-stage approach not only creates a special learning experience but also a connection to the community and society."

It is also planned to expand the program to various locations across Malaysia in 2025. Carolyn Lau, Managing Director of Free Tree Society, is already looking forward to further collaboration: "Together with all partners, we will achieve measurable results and successes and thus make a valuable contribution to environmental protection in Malaysia."

About Free Tree Society

Free Tree Society is a Malaysian non-governmental organization dedicated to environmental protection. The goal is to raise awareness of the need for environmental protection in Malaysia and to convey the first steps towards a more sustainable life. Various programs aim to accelerate and improve the development of a more responsible mindset and culture in Malaysia. In addition to gardening and planting workshops, topics such as waste management, rainwater harvesting, forest conservation, and biodiversity are among the topics that Free Tree Society regularly discusses with the community, which includes businesses, students of all ages, and the general public.

About "Join the Porsche Ride"

"Join the Porsche Ride" is a social initiative launched by Porsche, visiting various destinations on five continents worldwide. As part of the sustainability strategy field "Partner of Society," it is about taking social responsibility and launching educational and support programs tailored to local needs—all using

the all-electric Taycan as an ambassador. The power of the Taycan can also be seen symbolically here. The initiative aims to protect the environment, create good working and living conditions, and strengthen social cohesion. The first station of "Join the Porsche Ride" was in 2022 at the Porsche site in Leipzig. This was followed by stops in Switzerland, France, South Africa, China, and Brazil.

MEDIA ENQUIRIES



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Consumption data

Taycan 4S (WLTP)*: Electrical consumption combined: 20.1 – 17.6 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Video

https://newstv.porsche.com/porschevideos/newstv.porsche.com_307900_en.mp4

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Title: Hannes Ruoff, CEO Porsche Asia Pacific, Porsche Taycan 4S, Join the Porsche Ride, Malaysia, 2024, Porsche AG
Subline: Hannes Ruoff, CEO of Porsche Asia Pacific

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