



News Release

Auto Dealership Earns 2008 Environmental Emerald Award

- JM Lexus Promotes Environmental Awareness/Recycling -

DATE: April 27, 2009

CONTACT: Kimberly Maroe, Public Information Manager
Broward County Board of County Commissioners

PHONE: 954-357-8053

JM Lexus, located in Margate, is the largest Lexus dealership in the world, generating the highest sales volume among all Lexus dealers. The company has taken numerous measures to use green products and practices in order to reduce harmful emissions, promote environmental awareness and encourage recycling. These efforts have earned them the 2008 Environmental Emerald Award in the Innovative Procedures/Process Improvement - Large Business category.

Each year, the Broward County Environmental Protection and Growth Management Department recognizes several local businesses for their outstanding environmentally-responsible business practices. Each business receives an Emerald Award for their exceptional efforts in protecting the environment.

The Broward County Board of County Commissioners will present trophies to all of the winners at a special ceremony followed by a brief reception at 1:30 p.m. Tuesday, April 28, in the Broward County Commission Chambers, Room 422, of the Governmental Center, 115 S. Andrews Ave., Fort Lauderdale.

Altogether seven businesses will be given Emerald Awards and several individuals and one municipality/government agency will receive the 2008 NatureScape Emerald Awards for incorporating NatureScape Broward techniques into their landscaping. The program recognizes businesses for their voluntary efforts in four areas: waste reduction, recycling, improved operating practices, and other "green" strategies that reduce pollution and waste. Both large and small businesses are eligible. One business is also honored with the title "Environmental Business of the Year," which will be announced at the ceremony.

JM Lexus' environmental accomplishments:

- Implemented a new paint spray technology that utilizes nitrogen instead of oxygen in the spray gun.
 - The Nitrotherm Spray System by Haydell Industries significantly increases productivity while creating materials savings, labor savings, energy savings, filter savings, booth maintenance and environmental emission reductions.
 - With the reduction of materials, the filter usage and booth maintenance have also been reduced. The quality of the finish is greatly improved with the systems enhanced paint flow and more uniform distribution of metallic paints. This reduces the labor and materials required after the vehicle leaves the booth such as water sanding and polishing, which are also energy savings.
 - Implementation of the Nitrotherm Spray Systems also reduces VOC emissions due to reduced materials usage. Additionally, utilization of the systems results in less use of solvents which further reduces air emissions and hazardous waste generation.

- Promoted environmental awareness among their customers, JM Lexus hosted an Earth Day Celebration and a Hybrid-Living event. Both events highlighted the benefits to sustainable

lifestyles.

- Offered dry-cleaning services to associates provided by Dryeco Green Cleaners, a socially responsible and environmentally friendly dry-cleaning company that utilizes eco-safe products to clean clothes.
- Implemented the use of 100 percent recycled bathroom towel and tissue products that are Green Seal® certified, which means these products meet rigorous environmental standards and are among the most environmentally-friendly towel and tissue lines available in the away from home market.
- Promoted recycling of glass, aluminum, plastic, magazines and newspapers throughout the dealership including customer lounges and waiting areas.
- Celebrated America Recycles Day by launching a household battery recycling program to encourage associates to recycle their personal batteries.
- Recycled the following in 2008:
 - 50,040 pounds of shredded paper
 - 41,980 pounds of aluminum, cardboard, glass and plastic
 - 303,360 pounds of used tires
 - 64,623 pounds of miscellaneous metals
 - 2,124 pounds of electronic waste (e-waste)
 - 60,206 gallons of used oil
 - 3,429 lead-acid batteries
 - 6,425 pounds of lead wheel weights
- Collected nearly \$45,000 from 2008 recycling activities. The recycling of precious resources such as metal and used oil helps supplement JM Lexus' bottom line. Additionally, JM Lexus saved approximately \$7,600 in 2008 by recycling aluminum, cardboard, glass, metals and plastic.

Receiving an Emerald Award can help companies boost business. Research has shown that a company's environmental reputation will rival quality and brand name as criteria used by customers. Environmentally-friendly business practices can help companies attract new customers, encourage repeat customers and boost employee morale.

For more information, including application procedures and guidelines, visit www.broward.org/environment, or call 954-519-1257. For more information on Broward County's green initiatives, programs and services, visit www.broward.org/gogreen.

JM Lexus is a subsidiary of JM Family Enterprises, Inc., www.jmfamily.com, headquartered in Deerfield Beach, Fla., a diversified automotive corporation. It is ranked by *Forbes magazine* as the 23rd-largest privately held company in the United States. JM Family is currently ranked 33rd by *Fortune®* as one of the 100 Best Companies to Work For, its 11th consecutive year on the list. The company is also ranked number seven on *Computerworld's* list of "100 Best Places to Work in IT."

Release Properties

Date: 4/27/2009 9:39 AM
Keywords: Awards or Recognition, Community, Environment, Events, Government, Recycling, Waste
News Type: News Release

Released by the Office of Public Communications
E-mail: publicinfo@broward.org
954-357-6990 * Fax: 954-357-6936