



For every new car sold, Honda funds the planting of ten native trees.

In 2004, Honda New Zealand initiated the TreeFund, which funds the planting of 10 native trees for every new car sold, and individual Honda agents fund a further three trees. The funded native trees are planted locally in the customers purchase region, in association with local Regional Councils. The Honda TreeFund has proven extremely successful; over 75,000 native trees are funded every year, creating a veritable forest.

The TreeFund was developed to assist in the restoration of bio-diversity. It provides an opportunity for customers to become involved in the greening of their own local community and encourage local bio-diversity.

Honda purchasers and the wider public are also welcome to donate to the Honda TreeFund and can join in on tree planting days with Honda staff and their local Regional Council. Planting days are dependant on timing of council programmes.

Projects operating under the TreeFund must be within the following criteria; plants are to be NZ natives and may be used to support any of the following:

- Establishment of native tree populations (trees + required protecting cover)
- Water run off control
- Erosion control
- Regional Parks or other planting for beautification
- Biodiversity protection and restoration
- Urban stream enhancement
- Coastal protection and restoration planting

