

LAND ROVER PORTLAND

The Pollution Prevention Outreach Team (P2O) wishes to acknowledge and congratulate LAND ROVER PORTLAND as a certified *Eco-Logical Business* auto shop.

As the spearhead for recycling at LAND ROVER PORTLAND, David Trathen, Technical Advisor, saw an article in the southeast community newspaper regarding Hawthorne Auto Clinic's Eco-Logical Business certification event. He then contacted Centre Manager, Dan Muggli. Both men felt that LAND ROVER PORTLAND already lived a philosophy that fit well into the Eco-Logical Business Program. Muggli said "the high degree of environmental awareness already in the company and their customers made sense for their business."

LAND ROVER PORTLAND prides itself on an established environmentally responsible attitude. In recognition of "as slow as possible and as fast as necessary" philosophy, the aura is established from the time you set foot into the door of the business, through conversations with employees and a maintenance operation that shines. Land Rovers have been made for fifty years and this dealership is proud. It has one percent of the SUV business, which the employees feel is a unique high-quality ownership experience.

Recycling of motor oil, antifreeze, metal parts, filters, cardboard, plastics and paper is evident throughout his high-end facility. LAND ROVER PORTLAND conducts training sessions for all forty-one employees in the environmentally correct manner in which to treat the earth. They have the "tread lightly" clothing line sold in the life style center of the showroom. The trademark is "leaving a good impression" while preserving the environment.

These principles are summarized in the Tread Lighting pledge:
"Travel and recreate with minimum impact. Respect the environment and the rights of others. Educate yourself, plan and prepare before you go.



Allow for future use of the outdoors; leave it better that you found it. Discover the rewards of responsible recreation."

LAND ROVER PORTLAND feels that education is the key to preserving the great outdoors. They hold four major events a year from off-road driving clinics to wine and food festivals.

When asked what's in it for them to be certified. Dan doesn't hesitate to reply that it is "third party recognition that they are doing the environmentally correct thing".

When asked who buys a Land Rover, the response is that the demographics show the successful professional well-educated folks who want the heavy influence of safety sense of security for their family.

Muggli doesn't want that security to end just with the purchase of the Land Rover, but through the maintenance and service center. He also wants to make sure that their customers leave the environment in better shape than they found it.



ECO-LOGICAL BUSINESS PROGRAM

The Eco-Logical Business/Automotive Services Program is a joint project of the Automotive Service Association, the Pacific Automotive Trades Association, AAA of Oregon/Idaho and the Pollution Prevention Outreach Team (Portland, Gresham, Clackamas and Washington counties, United Sewerage Agency, Metro and the Oregon Department of Environmental Quality). This program recognizes businesses that reach the highest standards in minimizing their environmental impact.

BENEFITS TO CUSTOMERS AND THE COMMUNITY

- Certified Eco-Logical Business exceeds local environmental requirements and insures that Best Management Practices are followed.
- Certification assures customers that the business has taken the necessary steps to reduce water and air pollution, hazardous and solid waste.
- Certification of Excellence Award for responsible environmental management notifies the community that shops care about the environment.

BECOME OR USE A CERTIFIED ECO-LOGICAL BUSINESS Automotive Shops

For an Eco-Logical Business "Keep Your Shop In Tune" manual or to schedule a certification visit to learn about ways to reduce pollution and cut costs, call 823-5320.

Auto Shop Customers

For a list of certified Eco-Logical Program auto shops, call Metro Recycling Services, 234-3000. or www.ecobiz.com

LAND ROVER PORTLAND

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*Picture Left to right
Daniel Muggli, Dave Wilcox
Dave Trathen, Gary Glaze*