



14 December 2023.

**MARKET RELEASE****PACIFIC RECYCLING FOUNDATION RECEIVES BOOST FROM ASCO MOTORS**

Asco Motors is pleased to announce its partnership with the Pacific Recycling Foundation (PRF) in its mission to promote sustainable waste management practices in Fiji. The donation of a Toyota Hilux Twin Cab to PRF highlights our commitment to supporting this vital organisation.

"We recognise the immense challenges faced by PRF in tackling the issue of waste in Fiji," says Mr Ronald Kumar, CEO and the Director of Asco Motors Fiji. "This vehicle will provide PRF with the much-needed resources to expand their reach, particularly in remote and underserved communities."



Mr. Kumar highlights the potential for the Hilux to amplify PRF's outreach efforts significantly. "By facilitating access to previously inaccessible areas, the vehicle will allow PRF to engage with more people and communities, raising awareness and encouraging sustainable practices."

Asco Motors' support for PRF goes beyond the vehicle donation. The company previously collaborated with PRF on the Waste Collection Sector Mapping Exercise, demonstrating a long-standing commitment to environmental sustainability.

"We are confident that this partnership will continue to grow and positively impact the environment and communities in Fiji," Mr Kumar concludes. "Asco Motors remains dedicated to supporting initiatives that promote a cleaner and healthier future for all."

**Ronald Kumar**  
CEO/Director**Ajitesh Prasad**  
Company Secretary