



## THE DATAI LANGKAWI LAUNCHES PARTNERSHIP WITH BMW GROUP MALAYSIA TO SUPPORT THE DATAI PLEDGE GOALS

**Langkawi, Malaysia, 14 October 2022:** [The Datai Langkawi](#) continues to work on its ambitious goals in the framework of [The Datai Pledge](#), to reduce its carbon footprint and work towards enhanced sustainability in all aspects of its operations. In its endeavours to reach these goals, The Datai Langkawi is constantly evaluating potential partnerships that can add value to its initiatives.



***Pictured (l-r):** BMW i Charging Station and BMW iX electric car; Official Ribbon cutting with Mr Sashi Ambi (Head of Corporate Communications of BMW Group Malaysia), Mr Arnaud Girodon (General Manager of the Datai Langkawi), Mr Tan Ka Kin (Managing Director of Tian Siang Premium Auto); Mr Tan Ka Kin and Mr Sashi Ambi explore The Lab at The Datai Langkawi*

On 13 October 2022, a partnership with BMW Group Malaysia and Tian Siang Premium Auto – a BMW Authorised Dealer – was officially inaugurated with the celebratory unveiling of a BMW i Charging station for electric vehicles at The Datai Langkawi’s lobby driveway. The anchor points of this partnership will offer resort guests the option to experience the nature immersion The Datai Langkawi is known and loved for, combined with environmentally friendly modes of transport offered by BMW Group Malaysia.

Guests of The Datai Langkawi now have the opportunity to charge their electric vehicles right at the entrance of The Datai Langkawi, and to explore the island without the worry to be held up by a car that is out of battery. In addition, BMW iX cars will be available for a limited time for guests of The Datai Langkawi to experience the brand’s signature ‘Sheer Electric Driving Pleasure’, on the way to nearby attractions and services including The Els Club Teluk Datai golf course.

“Sustainability and conservation are at the core of our business strategy, and we integrate these values into all aspects of our company ethos, operations, and guest experiences at the resort. Offering this BMW i Charging station to our guests is just one of our many efforts in moving towards cleaner air and regenerative travel, to reaffirm our commitment to protecting the rich biodiversity of Langkawi for generations to come.” – Arnaud Girodon, General Manager of The Datai Langkawi.

“BMW Group Malaysia has always believed that Sustainability is a shared responsibility. As we continue to realise our vision of carbon-neutral mobility in Malaysia through our premium fully electric BMW i vehicles and the expansion of our comprehensive BMW i Charging network, we are pleased to work with likeminded partners, such as The Datai Langkawi. Through this

partnership, we hope to provide a premium experience to all guests at the resort, that is both Sustainable and Responsible.” – Sashi Ambi, Head of Corporate Communications of BMW Group Malaysia.

"With the introduction of our new BMW i Charging facilities at The Datai Langkawi, we are thrilled to be able to bring greater access for electromobility to the island, continuing our efforts of establishing premium charging facilities across the northern regions of Malaysia. The rising interest in electric vehicles and Sustainability as a whole, alongside this partnership with The Datai Langkawi, are testament to the viability of Electrified Mobility, no matter where you are." – Tan Ka Kin, Managing Director of Tian Siang Premium Auto.



*Pictured (l-r) The Lab made from upcycled glass; The Permaculture Garden; Stingless Beehives*

The partnership between BMW and The Datai Langkawi is one more initiative that will support the overall objectives of the Pure For The Future pillar – the segment of The Datai Pledge that aims to act responsibly and place sustainability at the heart of The Datai Langkawi’s business operations.

Part of The Datai Pledge goals is to continue its evaluation of carbon stock as part of the resort’s ambition to achieve Carbon Neutral status by 2024. In 2021, The Datai Langkawi laid the groundwork to become a Carbon Neutral destination, setting up the required assessment process beginning with partnerships with EarthCheck and Universiti Kebangsaan Malaysia (UKM). The first part of this project comprises a cross-pillar initiative in which the Carbon Stock of the surrounding rainforest is measured (the amount of carbon stored in the forest ecosystem, mainly in the living biomass and soil). Zero-waste to the landfill was achieved for the first time in December 2021, and consequently for 120 days in 2022 up to now, with six centres continuously at work, striving to achieve this goal. The Datai Langkawi’s carbon footprint negativity efforts also lead to 177 metric tons of CO<sub>2</sub> prevented from polluting the environment.

In the framework of the Pure For The Future pillar, guests can also join Upcycling Workshops at The Lab, a building that has been constructed from crushed glass as well as 7,968 upcycled spirit bottles from the resort’s operations. During these workshops, guests learn how to make candles, soap, beeswax wraps and more. The resort also offers guests the opportunity to explore their permaculture garden, where herbs and spices for the kitchen are grown, and the resident beekeeper tends to stingless beehives that produce the Trigona Itama honey which has strong anti-inflammatory, antimicrobial, anti-diabetic, and antioxidant benefits.

The Datai Langkawi, with 121 rooms, suites and villas, is tucked between 1.5km of coastline and lush green mountains along northwestern Langkawi. With an eco-conscious ethos, The Datai Pledge was conceived in 2019 as an effort to embrace the precepts of interconnectedness and interdependence between community and ecosystem.

*In recognition of its efforts in the framework of The Datai Pledge, The Datai Langkawi has achieved Asean Green Hotel Standard Certification 2020; EarthCheck Silver Certification 2019 & 2021 (the first hotel to achieve this); and the Malaysia Green Hotel Certification 2019.*

**-ENDS-**

**Notes to Editors:**

For high-resolution photos of the Partnership Launch Event, [please click here](#)

For high-resolution photos of The Datai Pledge, [please click here](#).

For high-resolution photos of The Datai Langkawi, [please click here](#).

**ABOUT THE DATAI LANGKAWI**

One of the world's most stunning resorts, The Datai Langkawi, is situated on the northwest tip of the island of Langkawi in Malaysia. Located in an ancient rainforest rich in wildlife and overlooking the tranquil Datai Bay, awarded by National Geographic as one of the Top 10 Beaches worldwide, the iconic property enchants with mesmerising nature, visionary architecture, understated elegance and Malaysian hospitality. All the 121 rooms, villas and suites at The Datai Langkawi, including the five-bedroom The Datai Estate Villa, offer breathtaking views of the surrounding nature. Elevated among treetops, set in the very heart of the rainforest and located directly on the coastline, the dining outlets, which include the award-winning The Gulai House, The Pavilion, The Dining Room and The Beach Club, pay homage to the exotic flavours and culinary traditions of the region and beyond. Bespoke facilities include The Nature Centre, an educational facility and home to resident naturalists and marine biologists, and The Spa featuring Ramuan treatments, its own Akar retail range and Voya facials. Leisure facilities include three pools, a state-of-the-art fitness centre at The Health Club; an array of wellness activities including silat and yoga, retail outlet The Boutique, a reserved space to showcase local arts and talents at The Atelier, as well as one of the most scenic golf courses in the world designed by golf legend Ernie Els, The Els Club Teluk Datai. The resort founded The Datai Pledge in 2019 - a sustainability and conservation trust that supports Langkawi's unique fauna, flora and communities. All proceeds from The Datai Pledge aid this work and contribute to local non-profit organisations.

The Datai Langkawi is managed by Themed Attractions Resorts & Hotels Sdn Bhd, an investment holding company incorporated to develop, manage and operate hospitality and attraction destinations.

**ABOUT THE DATAI PLEDGE**

In 2020, The Datai Pledge was established as a Private Trust. It is founded on the belief that travel has the potential to be transformative; not only for the traveller but also for the host community. The Datai Pledge was created on the premise of protecting the biodiversity and supporting the local community of Langkawi, for today and the future. It comprises four pillars: Pure For The Future, Fish For The Future, Wildlife For The Future, and Youth For The Future, working to make the resort's business operations more sustainable, support marine life, terrestrial wildlife and local youth, respectively. For guests of The Datai Langkawi, The Datai Pledge aims to create educational experiences that inspire and uphold our collective role in responsible living on a wider global level. The Datai Pledge's vision is to integrate conservation and sustainability into the business operations, company ethos and guest experience of The Datai Langkawi and future properties, in order to protect and help regenerate the rich biodiversity and enable the local community to thrive. The Datai Pledge is working towards this goal through developing a robust programme in conjunction with local NGOs, social enterprises and community partners.

**ABOUT BMW GROUP MALAYSIA**

BMW Group Malaysia is the representative of Bayerische Motoren Werke (BMW) AG in Malaysia with activities that cover the wholesale of BMW, MINI and BMW Motorrad vehicles, spare parts and accessories as well as the overall planning of sales, marketing, after-sales, and other related activities in Malaysia. The

organisation's presence in the country includes its National Sales Centre (NSC) in Cyberjaya and BMW Assembly Facilities at the Kulim Hi-Tech Park, Kedah which supports the Malaysian region as well as the BMW Group Data Centre (GDC), BMW Group Regional Training Centre (RTC) in Cyberjaya and BMW Group Parts Distribution Centre (PDC) at the Free Industrial Zone of the Senai International Airport in Senai, Johor which supports 22 markets in the Asia-Pacific region. BMW dealership network covers 39 outlets in various cities in Malaysia.

**For further press information and images, please contact:**

Tina Dotzauer, Director of Marketing, at +60 3 7688 6773 or [tina.dotzauer@dataihotels.com](mailto:tina.dotzauer@dataihotels.com)