



Press Release

Wellcome Launches Hong Kong's 1st Fleet of Mercedes-Benz BlueTec 5[®] Trucks

Reducing Air Pollutants More Than 100 Tonnes Per Year

(12 March 2008 -- Hong Kong) Wellcome today announced it has acquired a fleet of 11 environmentally-friendly Euro 5 trucks, the first of its kind in Hong Kong, and will fully incorporate them into the supermarket's citywide operations within this year. Wellcome's state-of-the-art Mercedes-Benz BlueTec 5[®] trucks are equipped with proprietary SCR technology, and are even more powerful than the previous generation of Euro 1 engines, reducing air pollutants 104[#] tonnes per year, to further protect the environment in Hong Kong and support the clean air movement.

Mr. Alex Tay, Chief Executive Officer of Wellcome, said, "As an environmental pioneer in the community, Wellcome has already begun promoting the 3Rs concept in the 90s. Approaching 2008, Wellcome's commitment to green advocacy remains strong as a responsible corporate citizen, as demonstrated through our launch of the very first fleet of Mercedes-Benz BlueTec 5[®] trucks in Hong Kong, which is even more efficient in reducing air pollutants than the latest internationally accepted Euro 5 standard engines. All 35 Euro 5 trucks will gradually come into use at the Wellcome Fresh Food Centre. Compared with the Euro 1, our fleet of 35 Euro 5 trucks will reduce an estimated 330 tonnes of air pollutions in the air we breathe per year."

Thanks to the latest BlueTec[®] technology, fuel can be effectively used to increase horsepower while further reducing fuel consumption with Wellcome Mercedes-Benz BlueTec 5[®] trucks. Compared to the current statutory vehicle diesel specifications for ultra low sulphur diesel, diesel emissions from BlueTec 5[®] engines contain 80% less sulphur dioxide and 5% less particles; tests also showed that with long distance travel, BlueTec[®] can save up to 5% of the total fuel consumption*.

Mr. Mok Wai Chuen, Principle Environmental Protection Officer of Environmental Protection Department, said, "At present, both Hong Kong and the EU are up to speed with Euro 4 emission standards on newly registered vehicles. We also plan to be on par with in the EU next year, by launching the Euro 5 standard on October 1. We are very pleased that Wellcome is leading the way towards Euro 5 standards in Hong Kong by introducing the first fleet of Euro 5 trucks. We also hope that Wellcome's adoption of Euro 5 vehicles will serve as an example to encourage other local businesses to adopt more environmentally friendly commercial vehicles."

Dr. Claus Weidner, Chief Operating Officer of Mercedes-Benz Hong Kong Limited, said, "Mercedes-Benz is thrilled to partner with Wellcome to bring the latest fuel efficient technology to Hong Kong by presenting the debut fleet of Mercedes-Benz Atego BlueTec 5[®] trucks in Hong Kong. Mercedes-Benz has always striven to be a pioneer in developing automobiles that promote fuel economy and environmental protection, without sacrificing in the safety, comfort and pleasure of driving. The first fleet of Atego BlueTec 5[®] vehicles well exceeds the emission standards of the Euro 5."

Compared with Euro 1 standards, Wellcome BlueTec 5[®] trucks can reduce emissions by 88%, or more than eight times the air pollutants. Furthermore, Wellcome's first 11 environmental trucks represents an annual reduction of air pollutant emissions of 104 tonnes, which exceeds the latest internationally accepted Euro 5 standards, achieving an even more stringent emissions limit (see table 1).

Wellcome Mercedes-Benz BlueTec 5[®] truck and Euro 4 type vehicles are both equipped with SCR (Selective Catalytic Reduction) technology in their catalytic exhaust systems, where AdBlue solution is mixed in to break down pollutants in the exhaust gas. With the large-scale environmental catalytic converters found in BlueTec 5[®] trucks, the engine's computer can detect the level of pollutants in all the exhaust gas that passes through, and add the appropriate level of AdBlue so that the emitted exhaust gas' pollutant level is completely in line with, or even lower than, the Euro 5 standards.

In fact, Wellcome has been actively fulfilling its corporate social responsibility by promoting environmental education to the Hong Kong community, and by mobilizing its staff to participate in the promotion of the 3R (Recycle, Reduce and Reuse) concept. In the "Recycle" arena, in addition to production of a new cotton bags and free redemption programme, Wellcome staff are also actively collecting and recycling packaging materials in-store. For "Reuse", Wellcome not only promotes the recycling of plastic bags, Wellcome Fresh Food Centre also adopted "thermal recycling" measures, whereby the energy released during the process of its operations is reused for other heating purposes.

And finally for "Reduce", apart from the advocating the reduction of plastic bag consumption, Wellcome has also been actively shortening the length of receipts to reduce paper consumption, as well as installing energy-saving in-store lighting to reduce energy consumption. And with the new fleet of environmentally-friendly Wellcome Euro 5 trucks, Wellcome is once again raising the benchmark for environmental protection in Hong Kong.

Table 1: Comparison between Wellcome Mercedes-Benz BlueTec 5[®] Truck and the Euro 1 and Euro 5 Emission Standards[#]

Pollutant	Euro 1	Euro 5	Wellcome Mercedes-Benz BlueTec 5 [®]
NOx (g/kWh)	8.00	2.00	1.506
CO (g/kWh)	4.50	1.50	0.132
HC (g/kWh)	1.10	0.46	0.004
PM (g/kWh)	0.36	0.02	0.013
Total Pollutant (g/kWh)	13.96	3.98	1.655
Mercedes-Benz BlueTec 5[®]	Euro 1 and Euro 5 Comparison		
Increment by which total pollutants can be reduced by	8.4x	2.4x	---
Total percentage of pollutant reduced	88%	58%	---
Total pollutant reduced (g/kWh)	12.305	2.325	---
Maximum pollutant reduced in 1 year (with 175kW engines operating 12 hours a day)	9.43 tonnes	1.78 tonnes	---
Based on 11 units operating for 1 year	104 tonnes	20 tonnes	---

[#]Source : Mercedes-Benz Hong Kong Limited

* EU data for comparison figures of the Mercedes-Benz BlueTec 5[®] and the EU3 truck engine. Apart from the truck engine, the fuel savings can be affected by factors including driving mode, route, the environment around the vehicle and its load structure.

About Wellcome

Founded in 1945, Wellcome is Hong Kong's largest and longest-established supermarket chain. Since 1964, the company has been wholly owned by Dairy Farm. With a staff of around 5,000, Wellcome's network of 250 stores in Hong Kong serves more than 14 million customers every month. Wellcome is committed to maintaining its market-leading position by providing one stop shopping convenience to customers, consistently delivering value for money through Friendly Service and Low Prices. Please visit <http://www.dairyfarmgroup.com> or <http://www.wellcome.com.hk> for more details about Wellcome.

About Mercedes-Benz Hong Kong Limited

Established in 1986 and based in Hong Kong, Mercedes-Benz China Limited (MBCL) was the wholly owned subsidiary of Daimler AG and the franchise-holder for all imported passenger vehicle and commercial vehicle products under the Mercedes-Benz, Maybach and smart brand names in the Northeast Asia region (China, Hong Kong and Macau). In 2005, MBCL moved all P.R. China operations to Beijing for further business development. On January 1, 2006, Mercedes-Benz Hong Kong Limited (MBHK) was established to take over the wholesale business for the Hong Kong and Macau markets.

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