This study is about the relationship between Green Supply Chain Management Practices and firm performance among firms in the automotive industry. The study had two objectives: To establish the extent of Green Supply Chain Management Practices used by firms in automotive industry in Nairobi, Kenya and the challenges faced; To establish the relationship between Green Supply Chain Management Practices and performance of firms in automotive industry in Nairobi, Kenya. The study used research design to collect data and descriptive statistics was used to analyze the data. The study focused on firms in automotive industry in Nairobi, Kenya. It found out that firms appreciate the role of Green Supply Chain Management Practices. The study also confirmed that GSCM practices are important in improving the performance of firms. The study recommends that firms should emphasize on suppliers to have ISO 14001, use life cycle assessment to evaluate environmental load, cooperate with suppliers to standardize packaging and process merchandise to improve firm performance. However, there were limitations in this study such as data collection. The firms adopt different green practices due to their structure and hence different performance of the firms. The study suggests further research to be done on how GSCM practices affect performance of firms in the services industry as well as other types of organizations such as wholesalers and retailers. In addition, the study suggests on further research on the tools and techniques required to measure the performance of firms who have adopted GSCM practices.