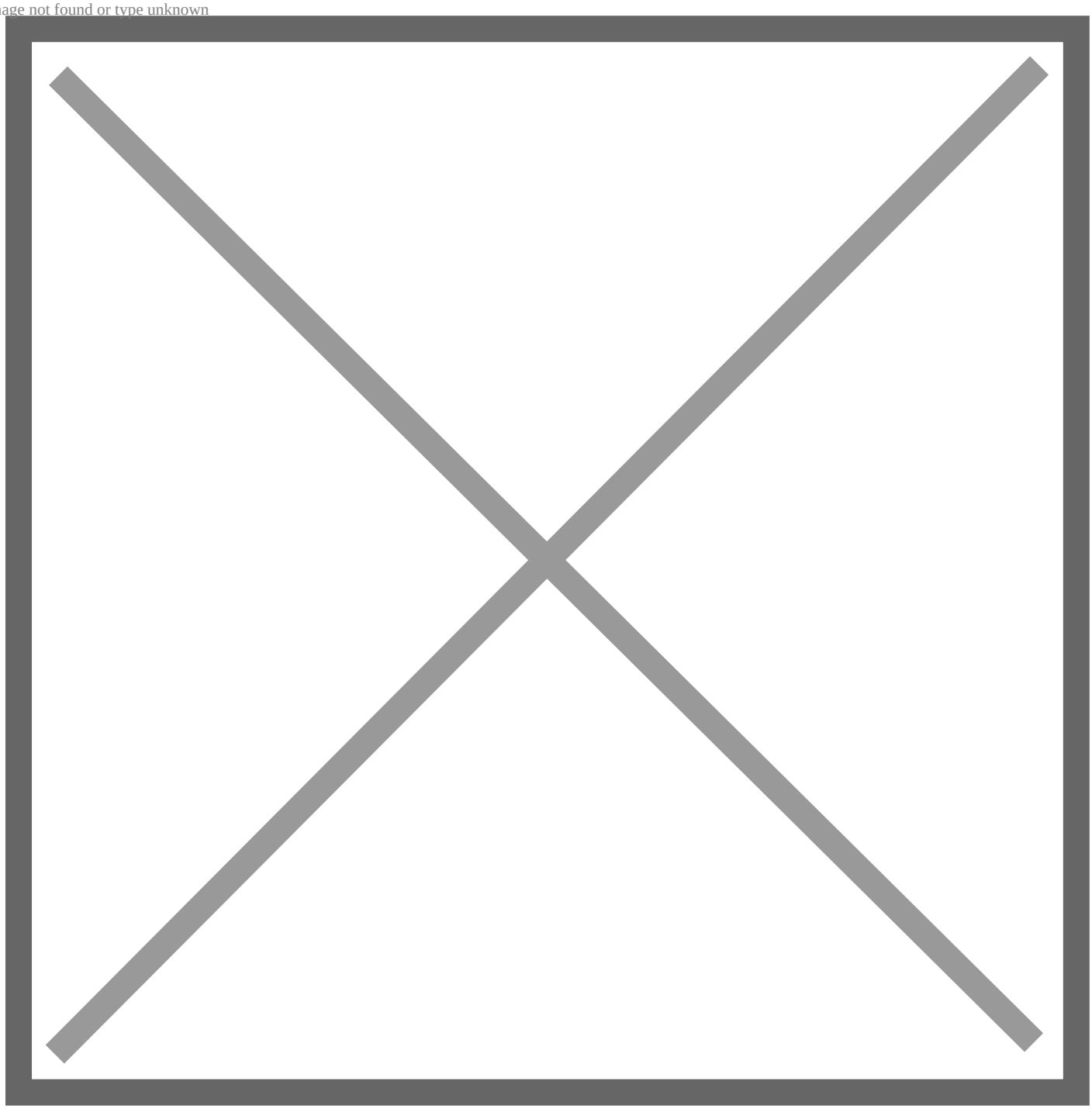
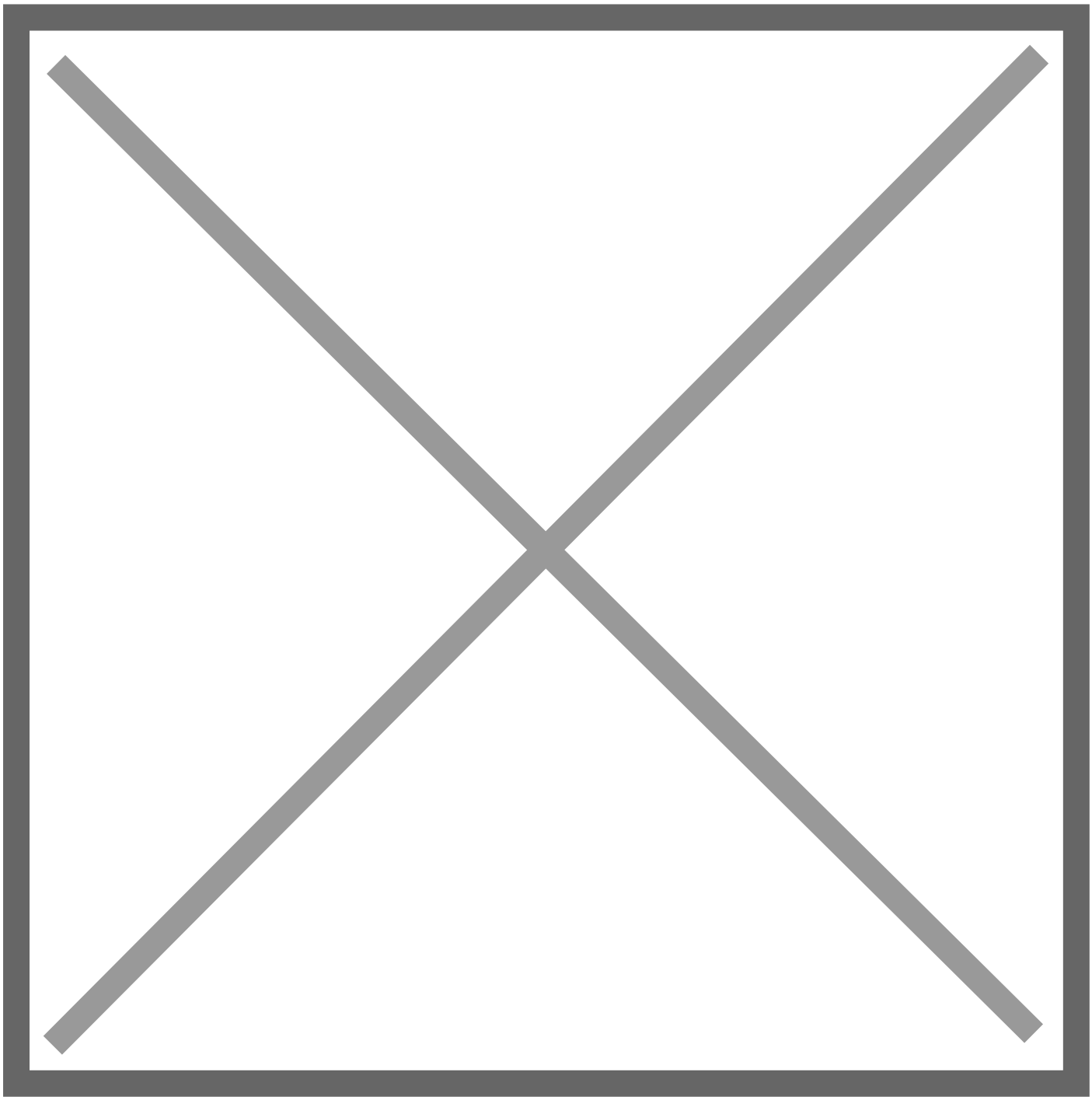
2025 Toyota Year in Review: Celebrating Innovation that Drives Mobility and Electrification Forward

December 17, 2025

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From innovation and product launches to manufacturing announcements and sustainability initiatives, along with a commitment to its people, it was a standout year for Toyota. Here's a look back at some of the company's progress in 2025 and features that are sure to attract attention in 2026.



Electrified, Diversified and Beyond

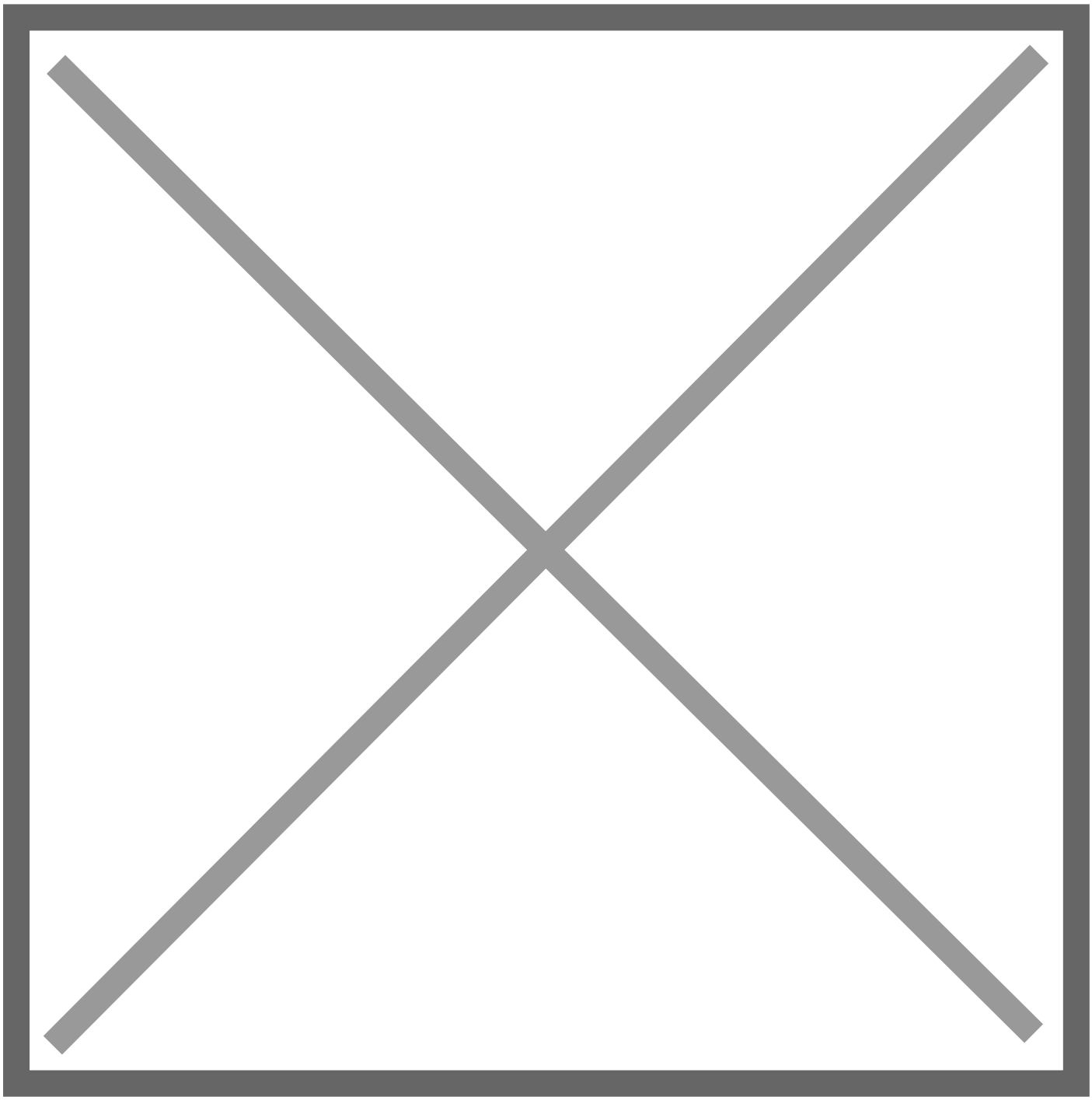
One of Toyota's highlights over the past year was the global reveal of the all-new 2026 Toyota RAV4. For more than three decades, the SUV has been a staple in the lineup. For model year 2026, the vehicle will hit dealerships with a new design, powertrain innovations, and software advancements, all while staying true to its versatile

roots. The first-ever RAV4 GR SPORT, developed in partnership with Toyota's GAZOO Racing Company, is exclusively available with a PHEV powertrain and carries forward Toyota's vision of making ever-better vehicles through the rigors of motorsports.

The debuts didn't stop there. The Toyota Battery Electric Vehicle (BEV) lineup expanded with the addition of the 2026 Toyota bZ, 2026 Toyota C-HR and 2026 Toyota bZ Woodland.

The bZ, formerly bZ4X, makes advancements in EPA-estimated driving range ratings, output, charging performance, and vehicle design. The C-HR boasts an impressive 338 horsepower combined system output, standard All-Wheel Drive and a dynamic, coupe-like design. While the 2026 bZ Woodland adds a different twist to its bZ sibling's signature style, it takes the Toyota hammerhead front end with full-width LEDs and adds wide, black overfenders for a powerful stance complete with standard All-Wheel Drive.

What's more, the BEV lineup also made some advancements, such as the addition of NACS chargers on the latest Toyota BEV models, expanding access to charging networks, and Toyota's support of "EMPACT", an EVgo project that is increasing the DC fast charging infrastructure in California.



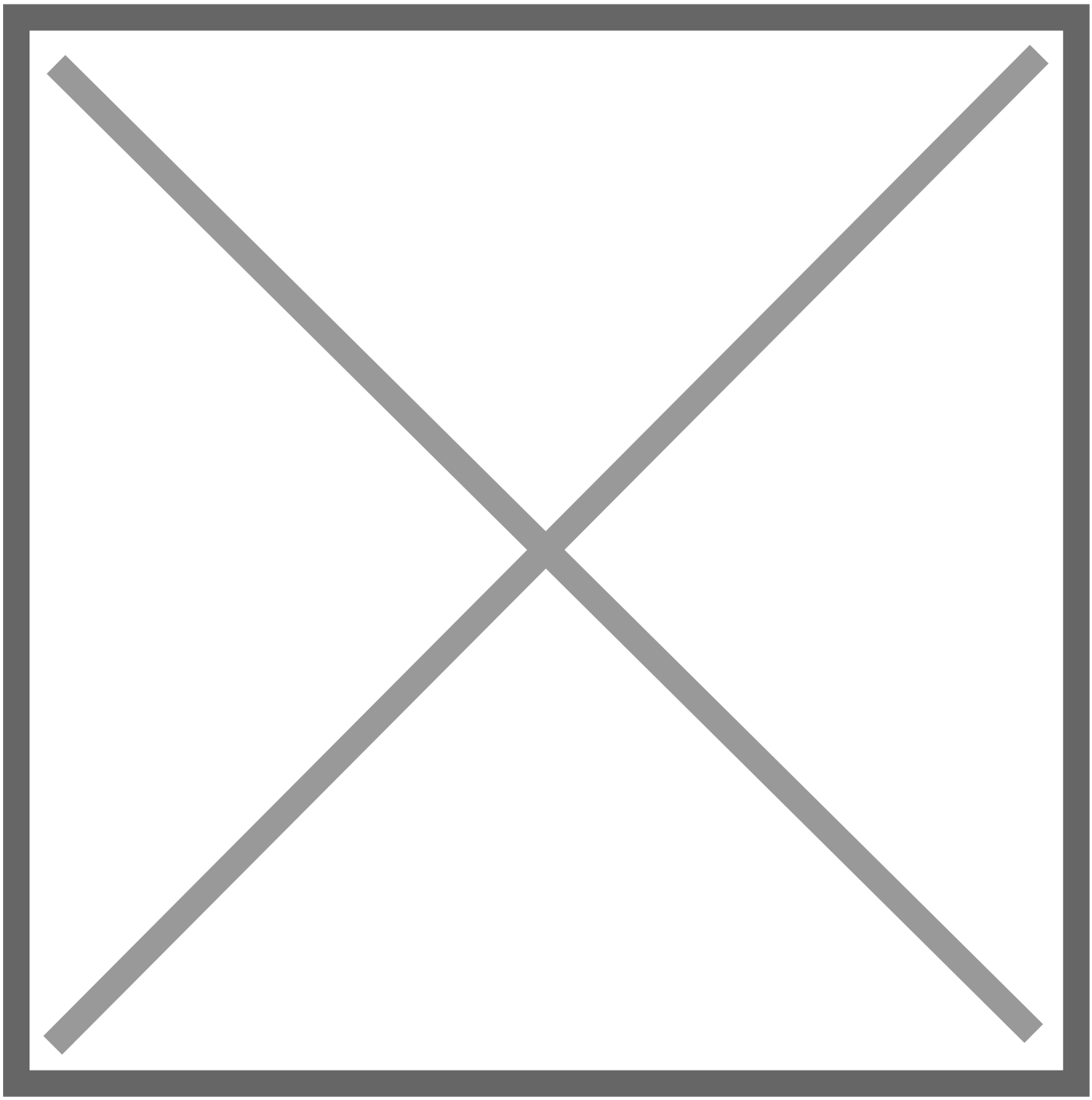
Tech innovations were also abundant in 2025. For starters, Toyota set a new benchmark for in-car technology with the next-generation Toyota Audio Multimedia system. Making its debut in the all-new 2026 RAV4 and the all-new 2026 Lexus ES — the system will later be introduced across additional Toyota models. With customer-focused upgrades and refined functionality, it reflects Toyota's commitment to quality and continuous innovation.

Additional product announcements were showcased at this year's SEMA Show, including the buzzworthy Scion 01 Concept. The past year also brought big news for GR Supra enthusiasts. The 2026 GR Supra MkV Final

Edition is available for those who want to get their hands on the fifth-generation GR Supra.

Want to know the latest news for the 2026 model year? Stay in the know by visiting the What's New for 2026 page. In the meantime, here are a few additional noteworthy vehicle stories mentioned in 2025:

- Toyota's Trailhunter Grade: Features That Elevate the Tacoma and 4Runner Overlanding Experience
- Upgrade Your Drive: Toyota Accessories That Add Convenience, Tech, Style and Performance
- Toyota 4Runner Icons Series: Generations First & Second, Third & Fourth, and Fifth & Sixth
- Driving Innovation: Celebrating 25 Years of the Toyota Prius
- Four Adventures Inspired by the Toyota Nightshade Editions
- Find Your Match: Which 2026 Toyota Nightshade Vehicle Fits Your Personality?



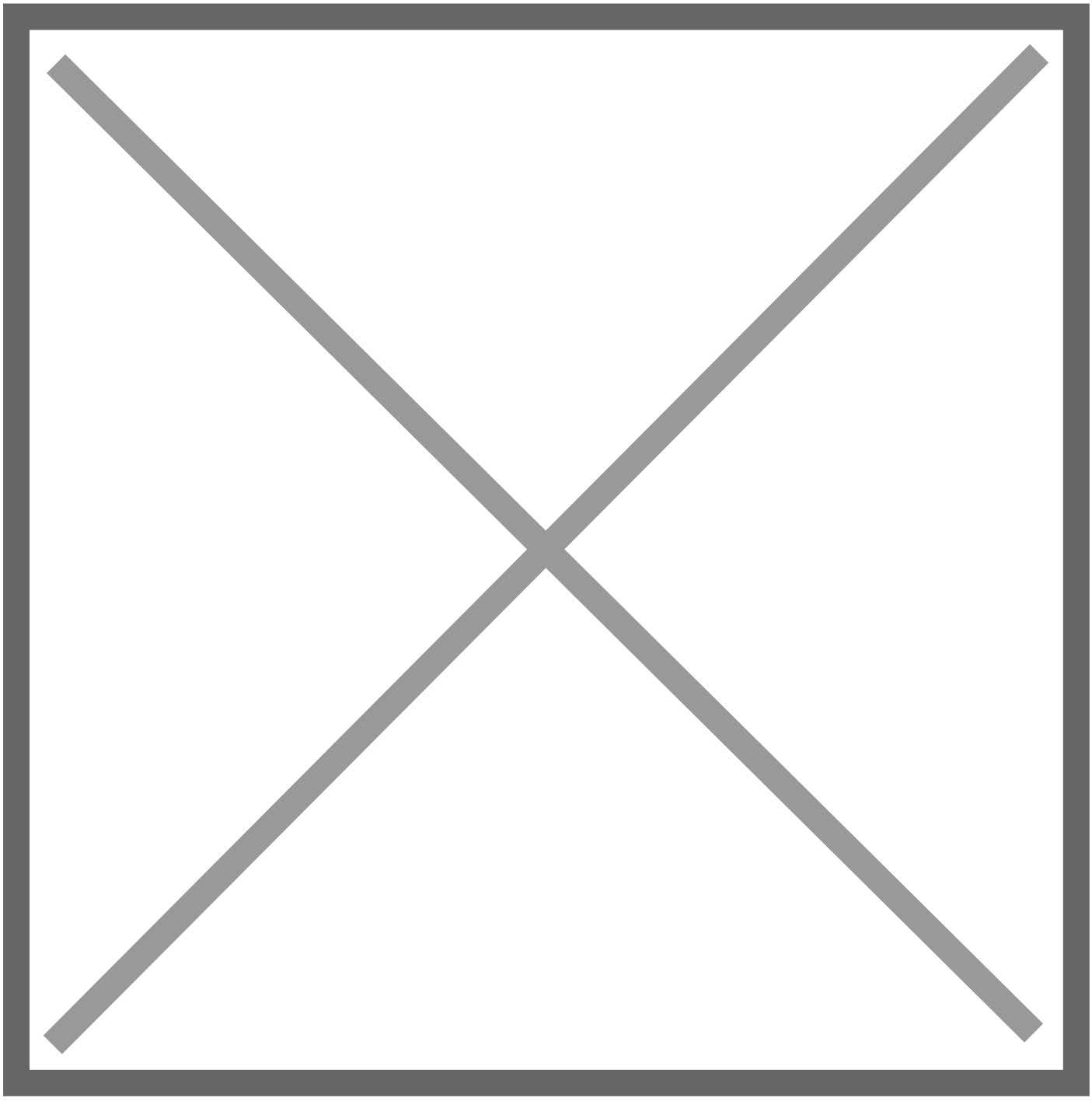
Making Moves in Manufacturing

Manufacturing at Toyota reached new heights in 2025. One of the year's biggest milestones was the start of production at the company's all-new battery plant in Liberty, North Carolina. This highly anticipated facility marks Toyota's eleventh U.S. plant — and its first and only battery plant outside of Japan. The nearly $14 billion investment is set to create up to 5,100 new American jobs.

On the heels of the battery plant start of assembly, Toyota announced another expansion to its U.S. manufacturing presence. To meet the growing demand for hybrid vehicles, the company is investing $912

million and adding 252 new jobs across its manufacturing plants in West Virginia, Kentucky, Mississippi, Tennessee and Missouri. The announcement is part of Toyota's recent commitment to invest up to $10 billion in the U.S. over the next five years.

In August, it was announced that Toyota is taking bold steps to support working parents as the company adds four, all-new childcare centers across its manufacturing footprint. New centers will serve parents at Toyota North Carolina, Toyota Mississippi, Toyota Alabama and Toyota West Virginia, building upon two existing childcare facilities for Toyota's Kentucky and Indiana plants.



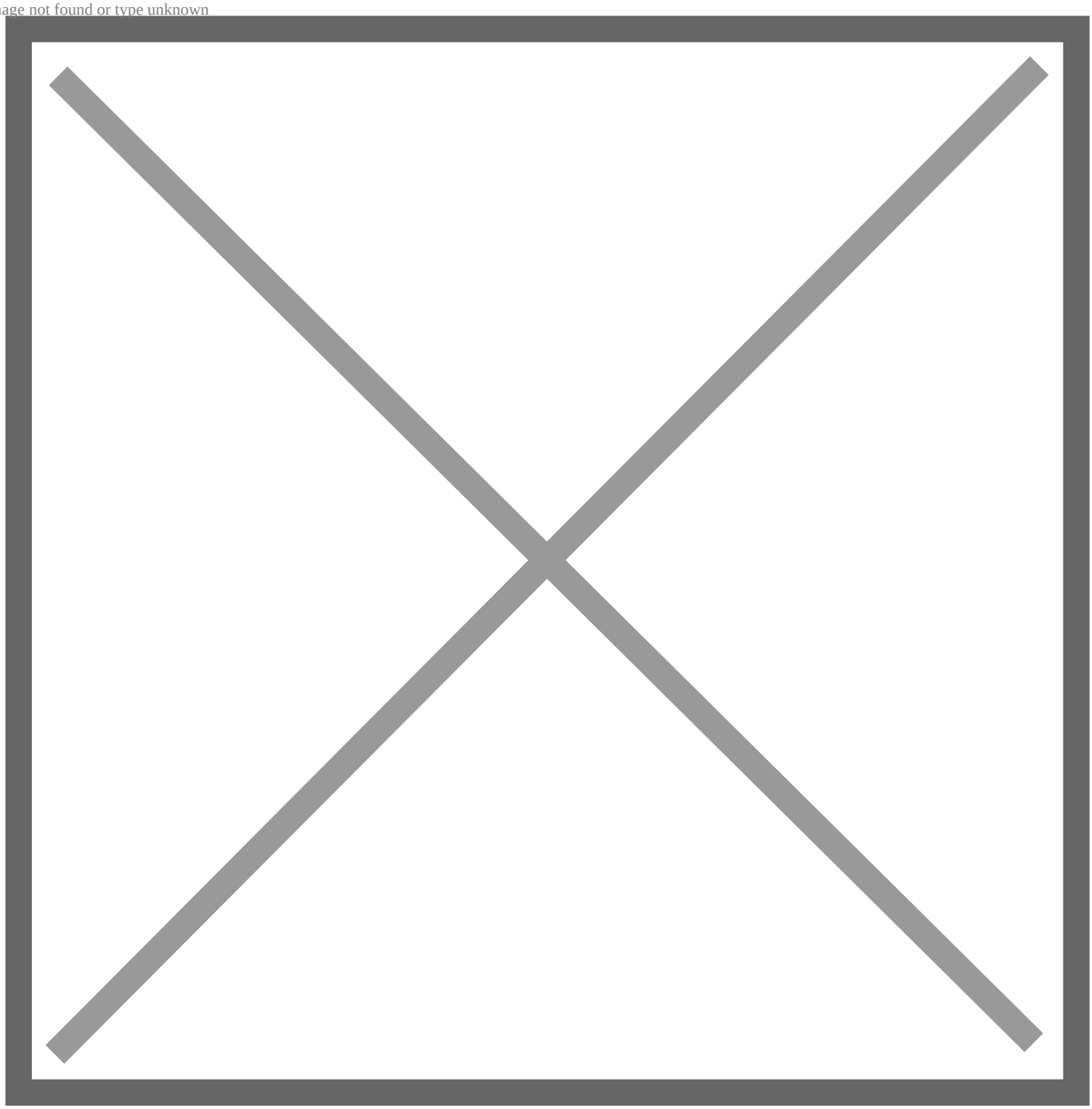
In October, Toyota Kentucky announced $1.9 million in grants for nonprofit organizations across the region in 2025. The company's annual community grants program reinforces Toyota's longstanding commitment to education, workforce readiness and community resilience.

The Toyota Texas Experience Center renovation grand opening also took place this year, serving as an advanced manufacturing beacon in South Texas. Additionally, back in April, it was announced that Toyota West Virginia will invest $88 million to assemble the next generation of hybrid transaxles.

Also, several notable features were published in October to celebrate Manufacturing Month, including the video that highlighted all 14 manufacturing plants across North America, a piece on automation and innovation, and a write-up about the community-driven initiatives that took place this year.

The work that takes place at the Toyota manufacturing locations is a major part of the company. Here is just a snapshot of some of the feature stories and press releases from plants across the U.S. that provide insight into the work that's being done within the sector:

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Putting People First
Toyota is committed to supporting and empowering its team members. The talented workforce is what keeps the wheels turning at the company.

To honor the team members at Toyota, the company has published several features highlighting its employees' professional journeys, passion projects and more. Here's a look at some of the stories that put the spotlight on the company's workforce throughout the year:

- Toyota Employees Reflect on Their Careers While Empowering the Next Generation of Leaders
- Driving Growth From Within: How Toyota Empowers Employees Through Mentorship and Networking Opportunities
- How Toyota is Helping to Mentor the Leaders of Tomorrow

At Toyota, supporting its workforce and the communities where it operates remains a top priority for the company. One of the key initiatives helping to drive this effort is the Toyota USA Foundation's Driving Possibilities initiative, which is a STEM-based education and community engagement program funded in part by Toyota Motor North America and Toyota Financial Services (TFS).

Over the calendar year, Driving Possibilities has announced two new locations for a total of 10 communities across North America. The Toyota USA Foundation grants support STEM education and additional services for students and teachers for $6.5 million in San Antonio, Texas. Grants were also announced to continue growth in Michigan ($3.9M), Alabama ($4.2M), and North Carolina ($2.7M).

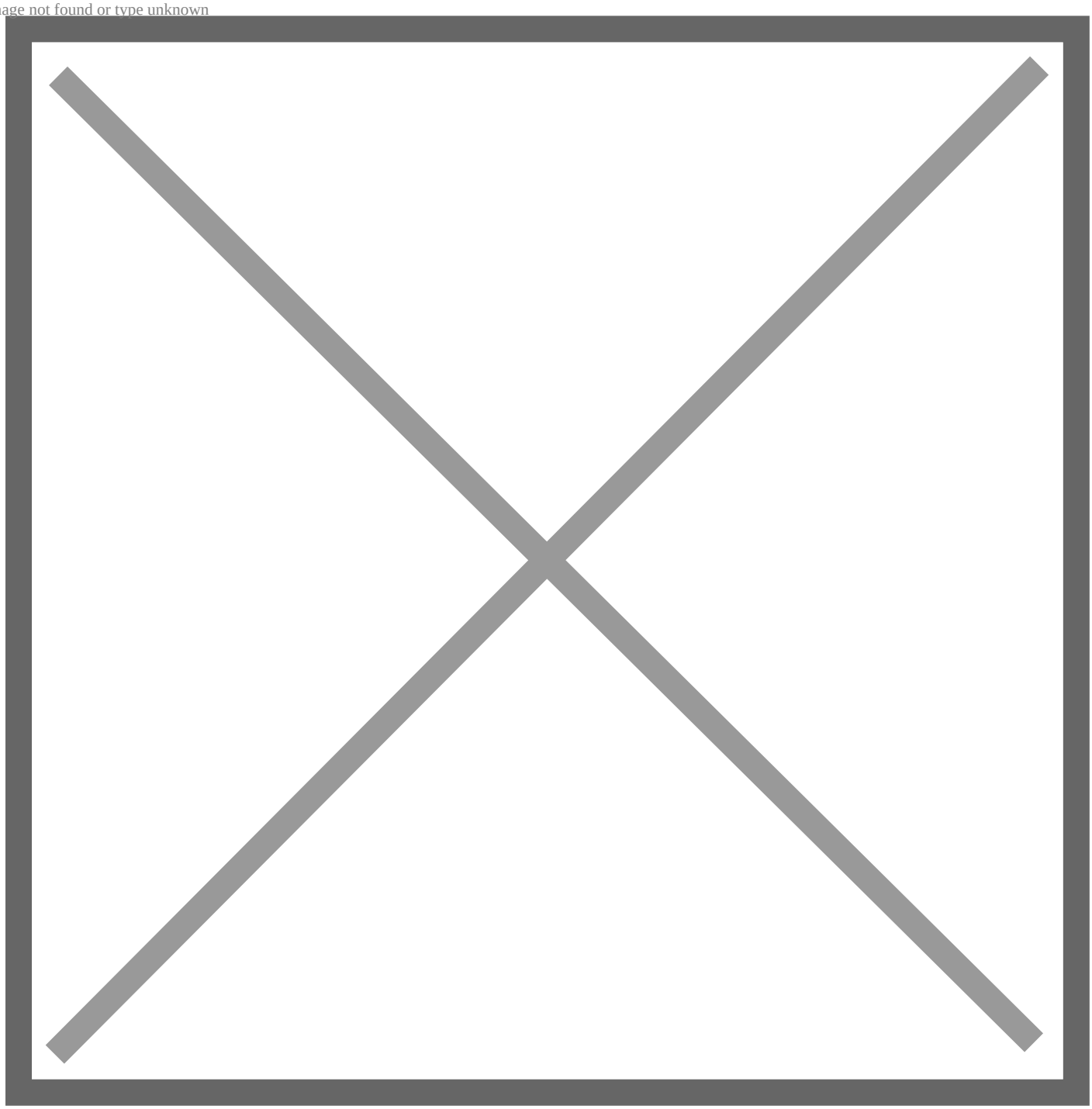
Readers can learn more about the innovative and inspiring work underway in communities in Arizona, North Carolina, Georgia and Mississippi – all sites that were announced last year.

Additionally, earlier this spring, Toyota's Way Forward Fund announced more than $4 million in grants to help support access to care and injury support for children and families in Texas, California, Florida and Michigan.

To highlight Toyota's community engagement efforts over the past year, here are a few links to features that showcase that commitment:

- Driven by Community: How Engagement Strengthens Our Customers and Supports Toyota's Work
- How Toyota Blends Community Service While Sparking and Empowering Young Minds
- Empowering Change: Toyota Team Members Volunteering to Make a Difference in Their Communities

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Creating a More Sustainable World

At Toyota, helping to protect and preserve the planet is important. The 2025 North American Environmental Sustainability Report highlights the company's ongoing efforts to help create a positive global impact — including continued progress toward carbon neutrality.

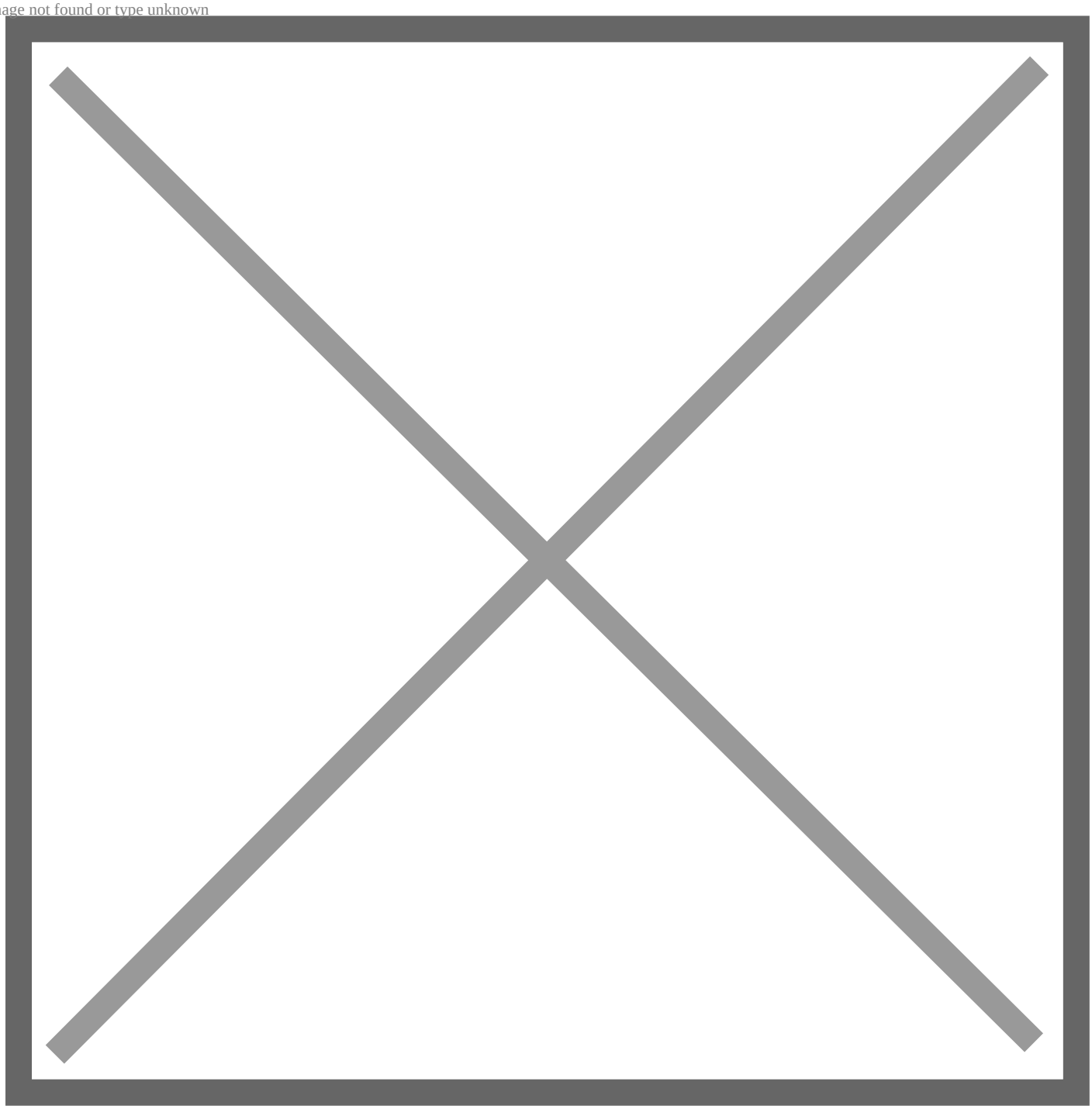
In April, Toyota marked Earth Month by spotlighting stories that highlight how the company is working to make a positive impact on the planet, including On Our Way to 100% Renewable Electricity, To Say Something About That – In Conversation with Kevin Butt, Former Group Manager of TMNA Environmental Sustainability,

Toyota’s Commitment to Enhancing Pollinator Habitat and Restoring Forests in the Monarch Butterfly Biosphere Reserve.

Additionally, there were several other events throughout the year that showcased more sustainable efforts. Here are a few to explore:

- Larger, Varied Solar Projects Lower Toyota’s Carbon Footprint in Wooly Ways
- Toyota and Jane Goodall’s Roots & Shoots: Year Two of Inspiring Young Environmentalist
- Toyota Supports a New Power Source at Brownfield Site in Kentucky
- What’s the Buzz? Toyota Indiana Volunteers Plant a Pollinator Garden

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Driving the Next Breakthroughs Through Electrification and R&D

Toyota's long-term strategy on the advancement of a hydrogen-powered society took center stage in 2025. For starters, the company announced the launch of a new commercially focused Toyota Hydrogen Solutions webpage as a business hub for those interested in Toyota's hydrogen-related products, services and solutions. The site offers product information, provides case study examples, and offers contact information to help customers find products that guide them toward a pathway to help reduce their carbon emissions using Toyota's proven hydrogen-powered fuel cell technologies.

In the fall, the company featured videos with four Toyota thought leaders who explained why, more than ever, hydrogen is a key part of Toyota's multi-pathway strategy. It also featured a piece on what you should know about Toyota's Hydrogen Headquarters (H2HQ) in Gardena, California, and the company's fuel cell efforts.

Other noteworthy happenings included Toyota's North American Hydrogen HQ opening its doors to the community. It was the first public event at the site in more than a decade. The immersive event showcased Toyota's hydrogen-powered fuel cell technology with interactive demonstrations and STEM-related activities for guests, which included families, community leaders and members, partner organizations and team members.

In April, Toyota reaffirmed its commitment to a Hydrogen Society at the 2025 Advanced Clean Transportation Expo, introducing hydrogen-related plans and investments, and debuting new fuel cell technologies and products. Also, Toyota showcased its hydrogen commitment at ACT Expo a month later in May.

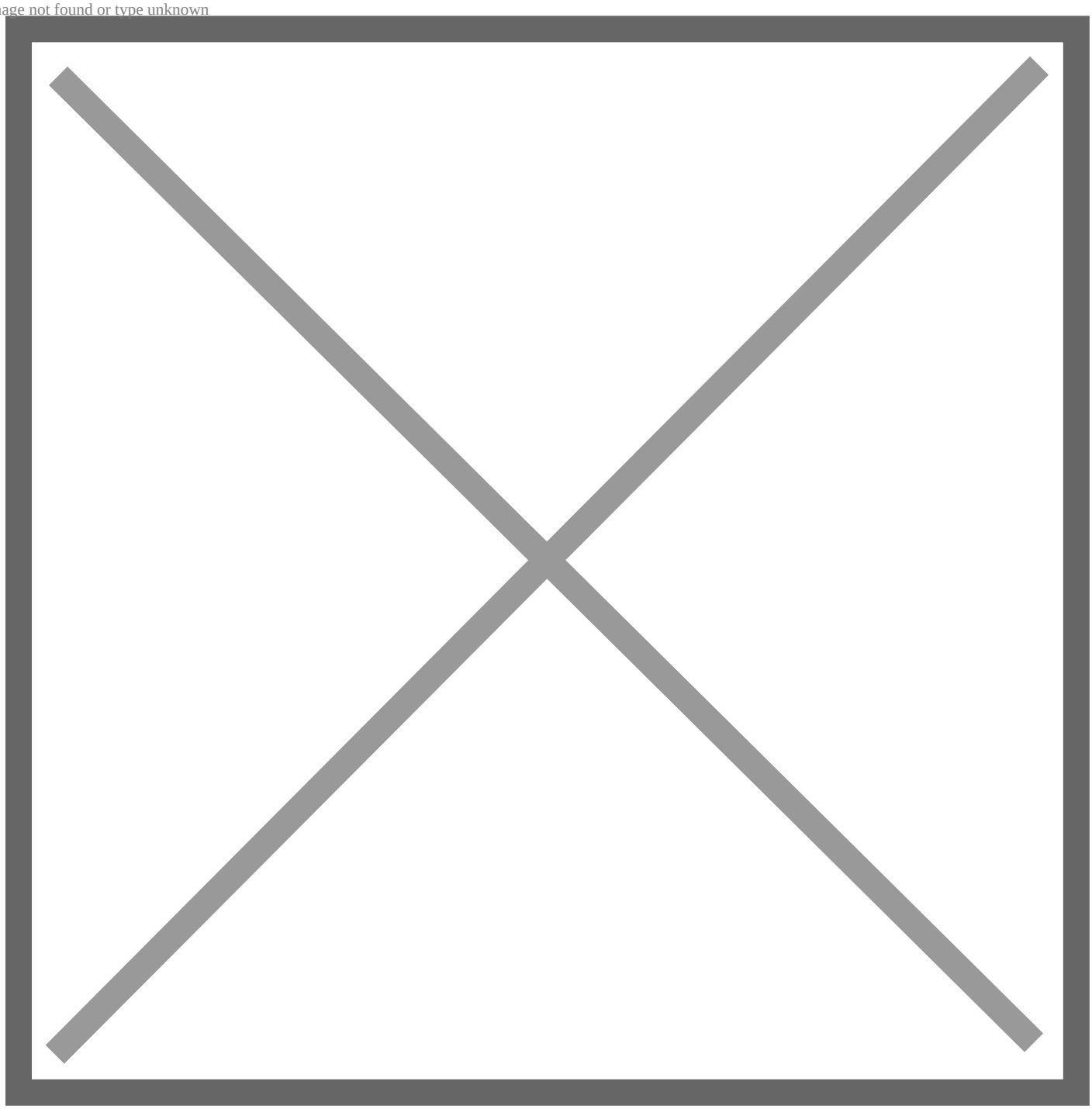
In terms of Research & Development (R&D), Toyota is continuously driving innovation forward. This year, the company produced a cool R&D sizzle reel that showcased a few highlights of how Toyota's R&D engineers get to spend their time developing the future —and present —of mobility.

In July, Toyota announced an investment of more than $50 million in construction of new amenities for vehicle and automotive technology testing and development, affirming commitment to the Arizona Proving Grounds. Toyota celebrated completion of the development with local government officials during an event in December and showed off the new 5.5-mile oval track, off-road park, and new ride and handling surfaces, among many other improvements.

Safety is always a priority at Toyota. The company featured a three-part series including: The Origins of Toyota's Life-Saving Designs, Toyota Safety Sense for All and The Future of Safety. Additionally, Toyota featured some of the work Toyota's Collaborative Safety Research Center (CSRC), whose mission is to advance mobility safety for industry and society. Here are a few links to feature stories and announcements that showcase this important research:

- Toyota Investigates Factors That Lead to Drivers' Decision to Speed
- Toyota's Collaborative Safety Research Center Is Turning Corners To Help Improve Intersection Safety
- CSRC's Pedestrian Research Becomes More Predictive
- Toyota's Collaborative Safety Research Center Completes Milestone 100th Project
- Toyota Maintains Top Automotive Spot in Annual U.S. Patent Ranking

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Building Momentum in Motorsports

Toyota's motorsports program packed the year with high-speed action, strategy and unforgettable moments on tracks around the world. Drivers delivered standout performances, engineering teams kept pushing the limits, and fans enjoyed plenty of excitement. Altogether, it was a thrilling year that showcased Toyota's passion for racing and set the stage for projects ahead.

For starters, Toyota announced its all-new motorsports advertising campaign, "Up to Speed," which invited fans to go beyond watching from the sidelines and become part of the action. The campaign fosters a connection to

the sport and its fans across nine high-energy spots that debuted in conjunction with Daytona 500 and ran throughout the motorsports season.

And what a season it turned out to be. Toyota won its 14th NASCAR® CRAFTSMAN Truck Series (NCTS) Manufacturers' Championship in October. This is the third time in the last five seasons Toyota has captured the coveted title. And this 14th overall title extends Toyota's advantage in Truck Series history.

That same month, Toyota claimed its 10th Formula Drift Auto Cup Title.

The winning streak continued with Corey Heim winning the 2025 NASCAR® CRAFTSMAN Truck Series (NCTS) championship after winning the season finale at Phoenix Raceway. This is the first championship in the Toyota Development Driver's young career and marks Toyota's 10th driver's title in the Truck Series.

Toyota continued to heat up the track with Joe Gibbs Racing winning the 2025 NASCAR Xfinity Series Owner Championship in November.

Earlier this year, the company also produced a video featuring a behind-the-scenes look inside Toyota Gazoo Racing's rutting-edge training facility in Mooresville, North Carolina. While motorsports play a major role in Toyota's sports initiatives, it isn't the only one.

Toyota is in the middle of its third season as the official automotive partner of the NFL and launched its most ambitious commitment yet to deliver unrivaled fan excitement, community impact and unforgettable cultural moments from pre-season fantasy drafts through Super Bowl LX.

This year, the company profiled 11 motorsports drivers who shared their personal stories about their professional journeys and more. Take a look at some of these passionate racers who are ready to take home a win for the team.

From major achievements to significant new initiatives, Toyota made noteworthy strides throughout the year. Looking ahead, the company is set to continue building on that progress in the coming year.