

With 8 Million Units Sold, Toyota Proves Hybrids Have Staying Power

August 21, 2015

Toyota City, Japan (August 21, 2015) — Toyota Chairman Takeshi Uchiyamada likes to tell the story of how his team couldn't get the first Prius prototype to move for 49 days. According to him, "We had no idea what was wrong, so we worked late every night trying to figure it out. We finally got it to move around Christmas time, but it only went 500 meters!"

That was back in 1995, when hybrid cars were unproven, experimental machines with a very unclear future. Fast-forward twenty years, and Toyota is proud to announce that it has now sold over 8 million hybrid vehicles¹, with just 10 months between this and the last million-unit milestone.

For more information, please visit: <http://newsroom.toyota.co.jp/en/detail/9163695/>