

Mirai Drives Toyota to Fast Company's 'Most Innovative' List

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TORRANCE, Calif. (Feb. 9, 2015) – Toyota has been named one of world’s 50 Most Innovative Companies for 2015 by *Fast Company* magazine, recognizing the company’s leadership in the development and introduction of hydrogen fuel cell vehicles.

As *Fast Company* writes, “Toyota plans to do for fuel cells what its Prius did for hybrids: make them ubiquitous and top of mind for environmentally conscious consumers.” The Toyota Mirai is the world’s first mass-market hydrogen fuel cell vehicle. Already on sale in Japan, the Mirai will hit U.S. roads in the fall of 2015. A four-door, mid-size sedan, it offers performance that fully competes with traditional internal combustion engines – but it uses no gasoline and emits nothing but water vapor. The groundbreaking fuel cell electric vehicle refuels in about five minutes and travels up to 300 miles on a full tank.

Fast Company also named Toyota as one of the most innovative companies in the auto sector, writing: “While other automakers are experimenting with fuel cells as niche vehicles, Toyota is the only one to engineer a global release, making all of its fuel-cell components in house.”

The full story appears in the magazine’s March 2015 issue, available now on [Fast Company’s website](#) and on newsstands February 17.