# Toyota is Global Hybrid Leader with Sales of 7 Million 

October 14, 2014


TORRANCE, Calif. (Oct. 13, 2014) - Toyota Motor Corporation announced today global hybrid sales surpassed the 7 million unit mark in September. Toyota achieved this latest million-unit hybrid milestone at the record pace of nine months.
"Hitting the 7 million mark represents our customers' recognition of the benefits of Toyota and Lexus hybrid vehicles," said Bob Carter, Toyota senior vice president of automotive operations. "The appeal of excellent fuel economy, driving dynamics and the quality of our vehicles combined with our dealers' dedication to customer service makes Toyota the undeniable leader in hybrid technology."

Including hybrid vehicles launched this year, Toyota will introduce a total of 15 new hybrids globally through 2015. Hybrids launched this year comprise the Voxy Hybrid and Noah Hybrid in Japan only (January), and the Lexus NX 300h (July). This month Toyota will introduce the Lexus RC 300h. Toyota plans to continue expanding its hybrid lineup and increase the number of countries and regions where it sells hybrid vehicles.

Today Toyota sells 27 different hybrid passenger car models and one plug-in hybrid model in more than 90 countries and regions. In the U.S., Toyota and Lexus offer 12 hybrid models and one plug-in model, which account for 70 percent of industry hybrid sales.

In 2000, Toyota introduced its Prius hybrid to the U.S., a marquee vehicle that established mainstream adoption of hybrid technology. Today, Toyota and Lexus hybrid sales in the U.S. are well over 2 million, and the Prius is on its way to becoming the no. 1 selling vehicle in California for the third year in a row.

By achieving global mass-market appeal, Toyota hybrids have created a significant positive impact in gasoline consumed and emissions generated by driving. To date Toyota hybrid vehicles have resulted in approximately 49 million fewer tons* of $\mathrm{CO}_{2}$ emissions and saved 4.75B gallons of gasoline than would have been emitted or used by gasoline-powered vehicles of similar size and driving performance.

Although Toyota provides consumers a portfolio of options, including pure electrics and a fuel cell that will go in sale in summer 2015, hybrids will remain its core technology. Toyota therefore plans to continue working to enhance performance, reduce costs and expand its product lineup to create vehicles popular with consumers.
*Number of registered vehicles $\times$ distance traveled $\times$ fuel efficiency (actual fuel efficiency in each country) $\times \mathrm{CO}_{2}$ conversion factor

## Toyota Hybrid Vehicle Sales*

Based on TMC data (Unit $=1,000$ vehicles)

Global

|  |  | Japan | North <br> America | Europe |
| :--- | :--- | :--- | :---: | :--- |
| 1997 | 0.3 | 0.3 | - | - |
| 1998 | 17.6 | 17.6 | - | - |
| 1999 | 15.2 | 15.2 | - | - |
| 2000 | 19.0 | 12.5 | 5.8 | 0.7 |
| 2001 | 36.9 | 18.5 | 16.0 | 2.3 |


| 2002 | 41.3 | 20.0 | 20.3 | 0.8 |
| :--- | :--- | :--- | :--- | :--- |
| 2003 | 53.3 | 27.2 | 24.9 | 0.9 |
| 2004 | 134.7 | 68.7 | 55.9 | 8.1 |
| 2005 | 234.9 | 58.5 | 150.0 | 23.4 |
| 2006 | 312.5 | 72.4 | 197.6 | 36.0 |
| 2007 | 429.4 | 82.0 | 287.8 | 49.0 |
| 2008 | 429.7 | 104.4 | 255.0 | 57.8 |
| 2009 | 530.1 | 251.1 | 205.3 | 54.7 |
| 2010 | 690.2 | 392.2 | 195.9 | 70.2 |
| 2011 | 629.0 | 316.4 | 185.1 | 82.8 |
| 2012 | 1219.1 | 678.0 | 344.7 | 106.9 |
| 2013 | 1279.2 | 679.1 | 358.2 | 152.9 |
| Jan-Sep | 980.3 | 534.9 | 256.2 | 125.9 |
| 2014 | 7053.0 | $\mathbf{3 3 4 9 . 1}$ | $\mathbf{2 5 5 8 . 6}$ | $\mathbf{7 7 2 . 3}$ |
| Total | $\mathbf{7 0 5 3}$ |  |  |  |

*Global figures contain sales from markets other than Japan, North America and Europe

Cumulative Sales of TMC Hybrid Passenger Vehicles**
(Unit $=1,000$ vehicles)

|  | Global | Japan | North America | Europe |
| :---: | :---: | :---: | :---: | :---: |
| Prius | 3360.4 | 1489.7 | 1504.9 | 273.8 |
| $\begin{aligned} & \text { Prius ?, Prius v, } \\ & \text { Prius + } \end{aligned}$ | 498.0 | 350.2 | 116.8 | 27.0 |
| Aqua, Prius c | 853.8 | 711.6 | 116.7 | - |
| Camry Hybrid | 474.9 | 41.8 | 329.2 | - |
| Alphard Hybrid*2 | 49.4 | 47.7 | - | - |
| Auris Hybrid | 181.1 | - | - | 175.3 |
| Yaris Hybrid | 118.1 | - | - | 115.3 |
| Avalon Hybrid | 30.7 | - | 30.6 | - |
| Highlander Hybrid, Kluger Hybrid*3 | 141.9 | 3.4 | 136.7 | - |
| Vellfire Hybrid | 20.5 | 20.5 | - | - |
| Sai | 84.7 | 84.7 | - | - |
| Estima Hybrid | 110.1 | 110.0 | - | - |
| Crown Hybrid | 101.0 | 101.0 | - | - |
| Harrier Hybrid | 40.8 | 40.8 | - | - |
| Crown Mild Hybrid*4 | 6.5 | 6.5 | - | - |
| Crown Majesta (hybrid only) | 7.2 | 7.2 | - | - |
| Corolla Axio Hybrid | 21.6 | 21.6 | - | - |
| Corolla Fielder Hybrid | 57.1 | 57.1 | - | - |
| Voxy Hybrid | 32.2 | 32.2 | - | - |
| Noah Hybrid | 22.9 | 22.9 | - | - |
| Lexus LS 600h/ LS 600hL | 37.7 | 25.4 | 3.0 | 4.6 |
| $\begin{aligned} & \text { Lexus GS } 450 \mathrm{~h} / \\ & \text { GS 300h } \end{aligned}$ | 45.2 | 17.4 | 7.0 | 14.2 |
| Lexus RX 400h/ <br> RX 450h | 305.2 | 30.5 | 152.7 | 90.1 |
| Lexus HS 250h | 64.1 | 41.7 | 22.3 | - |
| Lexus CT 200h | 207.6 | 45.0 | 65.5 | 49.0 |
| Lexus ES 300h | 74.7 | - | 36.2 | 0.4 |
| Lexus IS 300h | 32.9 | 14.8 | - | 13.1 |
| Lexus NX 300h | 3.0 | 1.8 | - | 0.5 |
| Prius PHV <br> *1Global figures contai America and Europe; Fi Toyota data; *2Producti started in 2011; *3Kluge ceased in 2007; *4Crow production ceased in 2008 | 65.3 <br> sales fro ures as of n ceased Hybrid Royal pr 8 | 19.1 markets eptember 2008 and r the Japa duction ce | 37.0 <br> her than Jap <br> 1, 2014 and <br> production <br> ese market) <br> sed in 2003 | 9.1 , North ased on new mo oduction rown Sed |

## TMC Hybrid Vehicle Chronology

| 1997 | Mar. | Toyota Hybrid System (THS) unveiled |
| :---: | :---: | :---: |
|  | Aug. | Coaster Hybrid EV launched (Japan only) |
|  | Oct. | Prius unveiled (launched in December) |
| 2000 | Nov. | Cumulative global Prius sales top 50,000 vehicles |
| 2001 | Jun. | Estima Hybrid launched (Japan only) |
|  | Aug. | Crown Royal series with Mild Hybrid System launched (Japan only) |
| 2002 | Mar. | Cumulative global hybrid vehicle sales top 100,000 mark |
|  | Aug. | Cumulative global Prius sales top 100,000 vehicles |
|  | Oct. | Crown Sedan with Mild Hybrid System launched (Japan only) |
| 2003 | Apr. | Toyota Hybrid System II (THS II) unveiled |
|  | Jul. | Alphard Hybrid launched (Japan only) |
|  | Sep. | Completely redesigned second-generation Prius launched |
|  |  | Dyna Hybrid and Toyoace Hybrid unveiled (launched in November; Japan only) |
| 2005 | Mar. | Harrier Hybrid (Lexus RX 400h) and Kluger Hybrid (Highlander Hybrid) launched |
|  | Oct. | Cumulative global hybrid vehicle sales top 500,000 mark |
|  | Dec. | Second-generation Prius production commenced at SFTM's Changchun plant in China |
| 2006 | Mar. | Lexus GS 450h launched |
|  | Apr. | Cumulative global Prius sales top 500,000 vehicles |
|  | May | Camry Hybrid launched (for sale outside Japan) |
|  | Jun. | Completely redesigned Estima Hybrid launched (Japan only) |
|  | Oct. | Camry Hybrid production commenced at Kentucky Plant in the U.S.; Quick Delivery 200 launched (Japan only) |
| 2007 | May | Cumulative global hybrid vehicle sales top 1 million mark; Lexus LS $600 \mathrm{~h} / \mathrm{LS} 600 \mathrm{hL}$ launched |
| 2008 | Feb. | Crown Hybrid unveiled (launched in May; Japan only) |
|  | Apr. | Cumulative global Prius sales top 1 million vehicles |
| 2009 | Jan. | Lexus RX 450h unveiled (launched in April) |
|  | May | Completely redesigned third-generation Prius launched |
|  | Jul. | Camry Hybrid production commenced at TMT's Gateway Plant, Thailand; HS 250h launched |
|  | Aug. | Cumulative global hybrid vehicle sales top 2 million mark |
|  | Oct. | Sai unveiled (launched in December, Japan only) |
|  | Dec. | Camry Hybrid production commenced at TMCA's Altona Plant, Australia |


| 2010 | Apr. | Camry Hybrid production commenced at GTMC's plant in China |
| :---: | :---: | :---: |
|  | Jun. | Auris Hybrid production commenced at TMUK's Burnaston Plant, UK; Auris Hybrid launched (for sale outside Japan) |
|  | Jul. | Cumulative sales in Japan of hybrids top 1 million vehicles |
|  | Sep. | Cumulative global Prius sales top 2 million vehicles |
|  | Nov. | Third-generation Prius production commenced at TMT's Gateway Plant, Thailand |
| 2011 | Jan. | Annual Prius sales in Japan of new vehicles in 2010 were 315,669 vehicles, the largest amount of annual sales ever recorded; Lexus CT 200h launched |
|  | Feb. | Cumulative global hybrid vehicle sales top 3 million mark |
|  | May | Prius ? launched |
|  | Aug. | Prius sales in Japan top 1 million mark |
|  | Sep. | Completely redesigned Camry Hybrid launched in Japan; Alphard Hybrid and Vellfire Hybrid unveiled (launched in November, Japan only) |
|  | Oct. | TMEC of China conducts cornerstone laying ceremony and announces plan to produce and sell vehicles with hybrid systems produced in China jointly with China FAW Group and GTMC around 2015 |
|  | Nov. | Prius PHV unveiled (launched in January 2012 in Japan, in March 2012 in the U.S., in the summer of 2012 in Europe) |
|  | Dec. | Production of third-generation Prius commenced at SFTM's Changchun Plant in China; Aqua launched |
| 2012 | Jan. | Completely redesigned Lexus GS 450h unveiled (launched in March) |
|  | Feb. | Start of Highlander Hybrid production at Indiana Plant in the U.S. in the second half of 2013 announced |
|  |  | Production and sale of Camry Hybrid in Kuozui <br> Motor's Kuanying Plant, Taiwan commenced |
|  | Apr. | Cumulative global hybrid vehicle sales top 4 million mark |
|  | May | Yaris Hybrid launched (for sale outside Japan) |
|  | Jul. | Start of Lexus RX 450h production at TMMC's Cambridge Plant in early 2014 announced; Lexus ES 300h launched (for sale outside Japan) |
|  | Oct. | Cumulative hybrid vehicle sales in Japan top 2 million mark |


| Cumulative <br> global <br> hybrid <br> vehicle <br> sales <br> from <br> January <br> through |
| :--- |
| October <br> 2012 <br> top 1 <br> million <br> mark | | Completely |
| :--- |
| redesigned |



