

Toyota is Global Hybrid Leader with Sales of 7 Million

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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 CO₂ 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 × distance traveled × fuel efficiency (actual fuel efficiency in each country) × CO₂ conversion factor

Toyota Hybrid Vehicle Sales*

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

	Global	Japan	North 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 2014	980.3	534.9	256.2	125.9
Total	7053.0	3349.1	2558.6	772.3

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

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

	Global	Japan	North America	Europe
Prius	3360.4	1489.7	1504.9	273.8
Prius ?, Prius v, Prius +	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
Lexus GS 450h/ GS 300h	45.2	17.4	7.0	14.2
Lexus RX 400h/ 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	65.3	19.1	37.0	9.1

*1Global figures contain sales from markets other than Japan, North America and Europe; Figures as of September 31, 2014 and based on Toyota data; *2Production ceased in 2008 and production of a new model started in 2011; *3Kluger Hybrid (for the Japanese market) production ceased in 2007; *4Crown Royal production ceased in 2003, Crown Sedan production ceased in 2008

TMC Hybrid Vehicle Chronology

Year	Month	Milestone
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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 600h/LS 600hL 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 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
global
hybrid
vehicle
sales
from
January
through
October
2012
top 1
million
mark

Nov.	Completely redesigned Auris Hybrid launched (for sale outside Japan)
Dec.	Completely redesigned Crown hybrid unveiled (launched in January 2013, Japan only); Avalon hybrid launched (for sale outside Japan)
2013	Mar. Cumulative global hybrid vehicle sales top 5 million mark
	May Lexus IS 300h launched
	Jun. Cumulative global Prius sales top 3 million units
	Aug. Corolla Axio Hybrid and Corolla Fielder Hybrid launched (Japan only)
	Sep. Crown Majesta (only hybrid version available) launched (Japan only)
	Oct. Lexus GS 300h launched

Nov.	Completely redesigned Harrier Hybrid unveiled (launched in January 2014)	
Dec.	Cumulative global hybrid vehicle sales top 6 million mark	
2014	Jan.	Voxy Hybrid and Noah Hybrid launched (Japan only)
	Feb.	Highlander Hybrid production commenced at Indiana Plant in the U.S.
	Mar.	Lexus RX 450h production commenced at TMMC's Cambridge Plant in the U.S.
		Cumulative hybrid vehicle sales in Japan top 3 million mark
	Apr.	Plan to start sales of Corolla and Levin models equipped with China-produced major hybrid components in 2015 announced at Beijing Motor Show
	Jul.	Toyota Motor (Changshu) Auto Parts Co., Ltd. In China holds opening ceremony; production of hybrid transaxles to start in 2015
		Lexus NX 300h launched in Japan (sales outside Japan began in October)
Sep.	Cumulative global hybrid vehicle sales top 7 million mark	