

# Electric Avenue

August 22, 2019



Earlier this summer, Toyota Motor Corporation (TMC) outlined plans to step up the launch of a wide range of mobility solutions powered by electricity stored in an on-board battery. This includes a commitment to sell 5.5 million electrified vehicles by 2025, including a mix of hybrids, plug-in hybrids and BEVs.

In 2017, TMC said it would achieve that milestone by 2030. But two years later, Toyota acknowledges that the advance of electrification is taking place faster than anticipated.



*Across the Range — Toyota promises to offer electrified versions of all of its passenger vehicles by around 2025.*

These new products will take on many different forms. That includes, of course, battery-powered versions of Toyota’s conventional passenger vehicles. But it will also be comprised of new forms of motorized transportation, such as pedestrian-zone scooters, ultra-compact two-seaters and the e-Palette multi-use autonomous vehicle [introduced in concept form at CES in 2018](#).



*Pedestrian Friendly — Toyota will develop and bring to market a variety of battery-electric-powered mobility solutions aimed at peacefully coexisting with people on foot.*

Look for the first tangible evidence of this accelerated rollout to appear in Japan, followed closely by China in 2020 — then the US and Europe. Also, going forward, Toyota will look to collaborate with partners on new

business models in this sector to maximize development while minimizing cost and risk. That includes [an agreement with Subaru](#), also announced earlier this month, to jointly develop a BEV-dedicated platform and a BEV SUV.

For more, click [here](#).