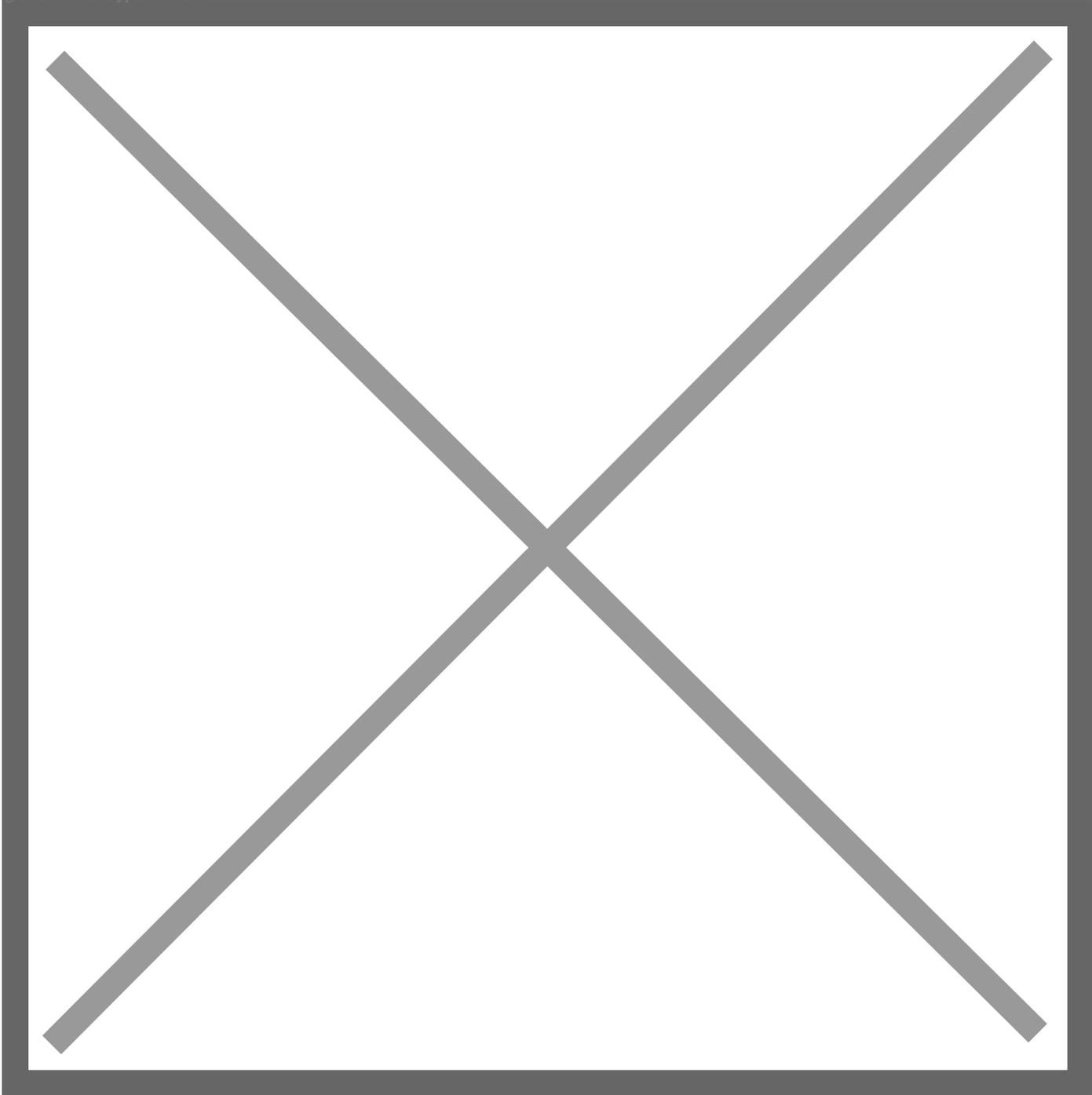


Toyota & Lexus Ahead of Schedule When It Comes to Delivering Latest Safety Technology

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We've all had close calls behind the wheel. Maybe another driver was to blame, or something distracted you at the wrong time. It happens to almost every driver at one time or another, and it's why Toyota has made its industry leading accident avoidance technology standard equipment on almost all its vehicles.

Since being announced in 2015, Toyota Safety Sense (TSS) – equipped with Automatic Emergency Braking (AEB) has become a safety trailblazer, helping pave the way for AEB to become available on vehicles across the industry. In fact, in 2016, Toyota was one of 20 automakers that entered into a voluntary agreement with the National Highway Transportation Safety Administration (NHTSA) and the Insurance Institute for Highway Safety (IIHS) that requires AEB on more than 95% of the vehicles an OEM builds by the fall of 2022.

Toyota didn't wait that long. As of this fall, 97% of all Toyota vehicles come standard with AEB. There are 18 Toyota models with standard TSS, while Lexus includes the Lexus Safety System+ (LSS+) on every one of its vehicles as standard equipment. From the beginning of September 2019 to the end of August in 2020, Toyota built more than 1.8 million vehicles equipped with AEB, more than any other automaker in the U.S.

Toyota's commitment to safety doesn't stop there. By the end of 2020, three Toyota models – Camry, Highlander and Mirai – will come standard with TSS 2.5+, while the new 2021 Lexus IS sedan gets standard LSS+ 2.5. These new systems include safety technology that assists drivers to prevent additional types of collisions, additional emergency steering assist and more.

We continue to evolve TSS/LSS+ to help advance their capabilities and to lead the industry toward the goal of a world without traffic fatalities. Our focus on advanced technologies is to help cities become spaces where mobility solutions are safe and work in harmony with humans and the surrounding environment.

Want to Learn More?

[NHTSA Announces 2020 Update on AEB Installation by 20 Automakers | NHTSA](#)