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Press Release

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Worldwide Sales Of Toyota Hybrids Top 6 Million Units

Toyota City, Japan- Toyota Motor Corporation announces that cumulative global sales of its hybrid vehicles topped the 6 million unit mark as of December 31, 2013, reaching 6.072 million units ¹. The latest million-unit milestone was achieved in the fastest time yet for Toyota, taking just nine months.

Helping mitigate the environmental effects of vehicles is a priority at Toyota. Based on its belief that environment-friendly vehicles can only truly have a positive impact if they are widely used, Toyota has endeavored to encourage the mass-market adoption of hybrid vehicles.

As of this month, Toyota sells 24 hybrid passenger car models and one plug-in hybrid model in approximately 80 countries and regions around the world. Furthermore, within the next two years, Toyota will launch a total of 15 new hybrid vehicles worldwide, including the new “Harrier Hybrid” in Japan on January 15 and the new “Highlander Hybrid” in the United States in the near future. Toyota will continue augmenting its product lineup even further and increasing the number of countries and regions where it sells hybrid vehicles.

Toyota calculates that as of December 31, 2013, Toyota hybrid vehicles ² have resulted in approximately 41 million fewer tons ³ of CO₂ emissions—believed to be a cause of global warming—than would have been emitted by gasoline-powered vehicles of similar size and driving performance. Toyota also estimates that its hybrid vehicles have saved approximately 15 million kiloliters of gasoline compared to the amount used by gasoline-powered vehicles of similar size.

In August 1997 in Japan, Toyota launched the “Coaster Hybrid EV” and launched the “Prius”—the world’s first mass-produced hybrid passenger vehicle—in December. Since then, Toyota hybrid vehicles have received tremendous support from consumers around the world.

Toyota has positioned hybrid technologies that enable the use of different fuel combinations, including the component technologies necessary for development of various environment-friendly cars, as core environmental technologies for the twenty-first century. Toyota therefore plans to continue working to raise performance, reduce costs, and expand its product lineup—including that of non-hybrid environment-friendly vehicles—to create vehicles that are popular with consumers.

¹Including plug-in hybrid vehicles; Toyota data

²Excluding the Coaster Hybrid EV and Quick Delivery 200

³Number 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	ĩ•	ĩ•
1998	17.6	17.6	ĩ•	ĩ•
1999	15.2	15.2	ĩ•	ĩ•
2000	19.0	12.5	5.7	0.7
2001	36.9	18.4	15.9	2.3
2002	41.3	19.9	20.3	0.8
2003	53.2	27.1	24.8	0.8
2004	134.6	68.7	55.9	8.1
2005	234.9	58.5	149.9	23.3
2006	312.5	72.4	197.6	36.0
2007	429.4	81.9	287.8	48.9
2008	429.7	104.4	254.9	57.8
2009	530.1	251.1	205.2	54.7
2010	690.1	392.2	195.8	70.1
2011	628.9	316.3	185.1	82.8
2012	1219.0	678.0	344.6	106.8
2013	1279.4	679.1	358.1	153.0
Total	6072.9	2814.2	2302.4	646.6

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

Cumulative Sales of TMC Hybrid Passenger Vehicles¹

(Unit = 1,000 vehicles)

	Global			
		Japan	North America	Europe
Prius	3166.6	1407.6	1404.8	268.6
Prius ĩ± Prius v, Prius +	405.1	289.0	91.4	21.7
Aqua, Prius c	633.6	529.3	83.0	ĩ•
Camry Hybrid	418.7	35.8	294.4	ĩ•
Alphard Hybrid*2	44.6	43.3	ĩ•	ĩ•
Auris Hybrid	128.0	ĩ•	ĩ•	124.2
Yaris Hybrid	75.4	ĩ•	ĩ•	73.4
Avalon Hybrid	17.2	ĩ•	17.2	ĩ•
Highlander Hybrid, Kluger Hybrid*3	138.3	3.4	133.1	ĩ•
Vellfire Hybrid	17.1	17.1	ĩ•	ĩ•
Sai	71.0	71.0	ĩ•	ĩ•
Estima Hybrid	105.0	105.0	ĩ•	ĩ•
Crown Hybrid	77.9	77.9	ĩ•	ĩ•
Harrier Hybrid	23.7	23.7	ĩ•	ĩ•

Crown Mild Hybrid*4	6.4	6.4	ĩ½•	ĩ½•
Crown Majesta (hybrid only)	3.0	3.0	ĩ½•	ĩ½•
Corolla Axio Hybrid	8.7	8.7	ĩ½•	ĩ½•
Corolla Fielder Hybrid	21.3	21.3	ĩ½•	ĩ½•
Lexus LS 600h/LS 600hL	35.3	23.5	2.8	4.3
Lexus GS 450h/GS 300h	38.7	14.2	6.8	12.4
Lexus RX 400h/RX 450h	288.6	27.4	145.3	86.0
Lexus HS 250h	61.6	39.3	22.3	ĩ½•
Lexus CT 200h	169.0	37.8	51.0	41.3
Lexus ES 300h	47.0	ĩ½•	24.6	0.2
Lexus IS 300h	16.7	8.7	ĩ½•	5.9

*1Global figures contain sales from markets other than Japan, North America and Europe; Figures as of December 31, 2013 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
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 $\hat{\pm}$ 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'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
	Aug.	Corolla Axio Hybrid and Corolla Fielder Hybrid launched
	Sep.	Crown Majesta (only hybrid version available) launched
	Oct.	Lexus GS 300h launched
	Nov.	Completely redesigned Harrier Hybrid unveiled (launched in January 2014)

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Notes to the editors:

Toyota Motor Europe NV/SA (TME) oversees the wholesale sales and marketing of Toyota and Lexus vehicles, parts and accessories, and Toyota's European manufacturing and engineering operations. Toyota directly and indirectly employs around 94,000 people in Europe and has invested over EUR 7 billion since 1990. Toyota's operations in Europe are supported by a network of 30 National Marketing and Sales Companies across 56 countries, a total of around 3,000 sales outlets, and nine manufacturing plants. In 2011, Toyota sold 822,386 Toyota and Lexus vehicles in Europe. For more information, visit www.toyota.eu

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