

Toyota's Hybrid Synergy Drive

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Toyota's principle and vision

Toyota's Principle

Pro-activity

Prevention not reaction

Today for tomorrow



Toyota's Principle



- Recognise the desire and need for mobility
- Transport of goods brings economic growth
- Action to address the environment is essential
- Must not compromise future generations' needs

That is Sustainable Mobility!

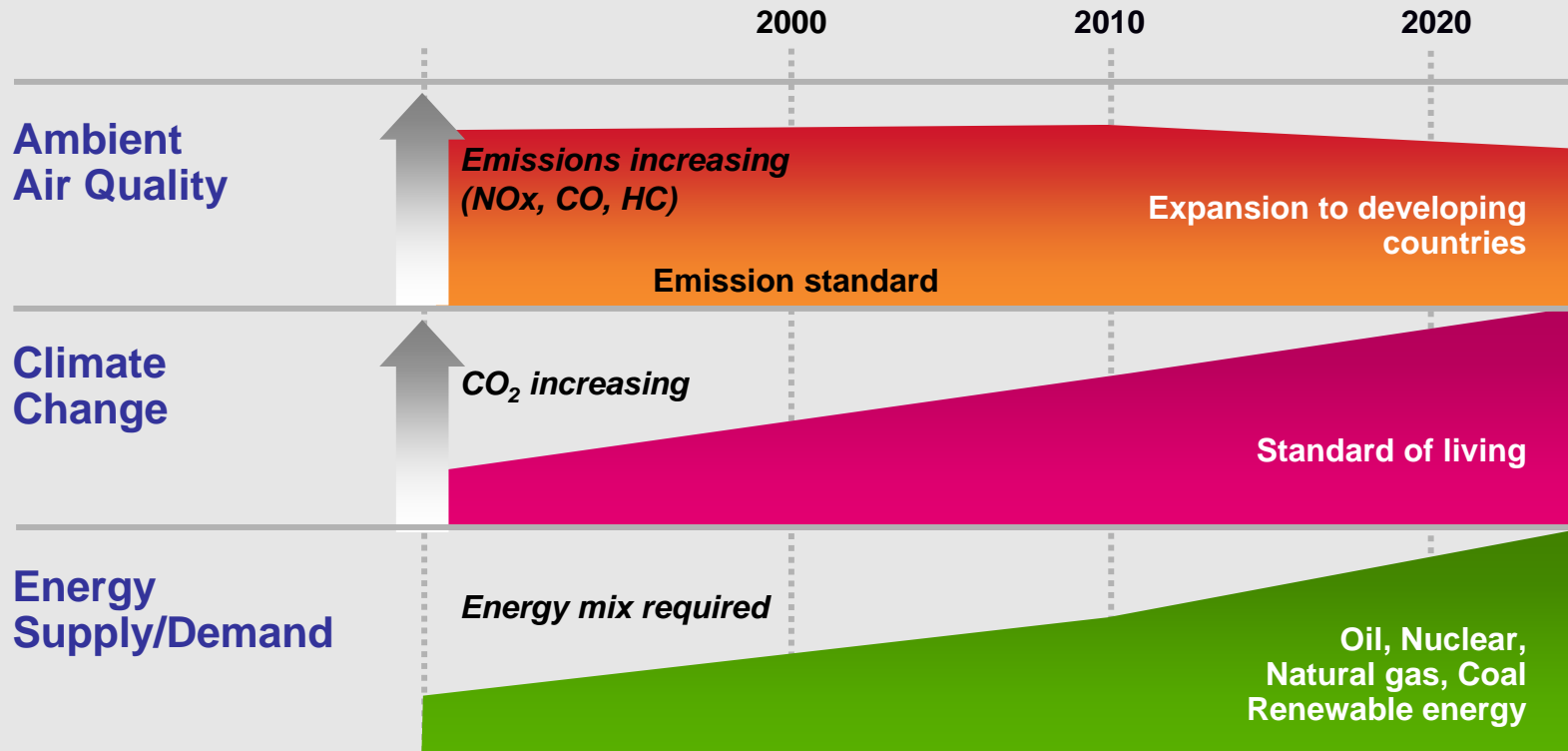


Toyota's Vision

Zeronise & Maximise

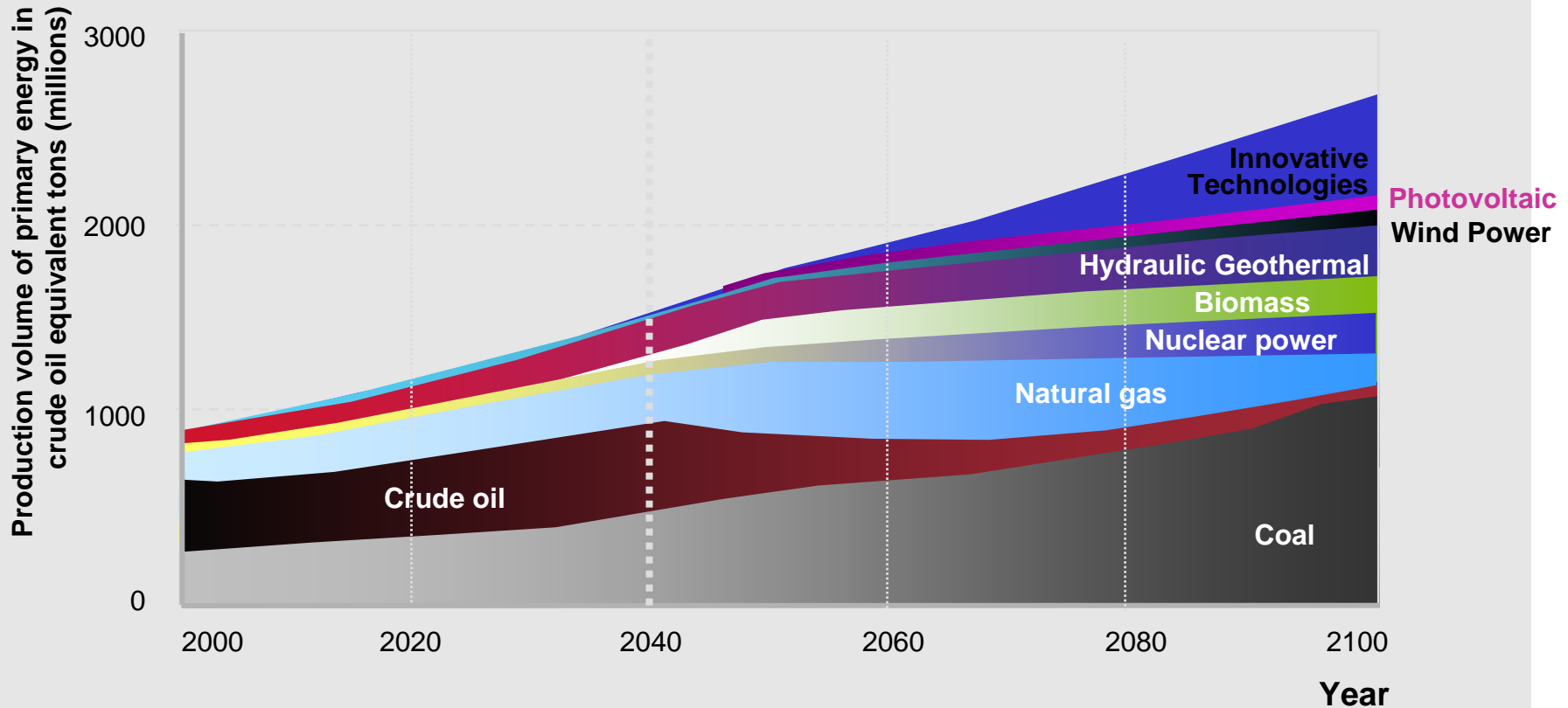
The Environmental challenge

Environmental challenges



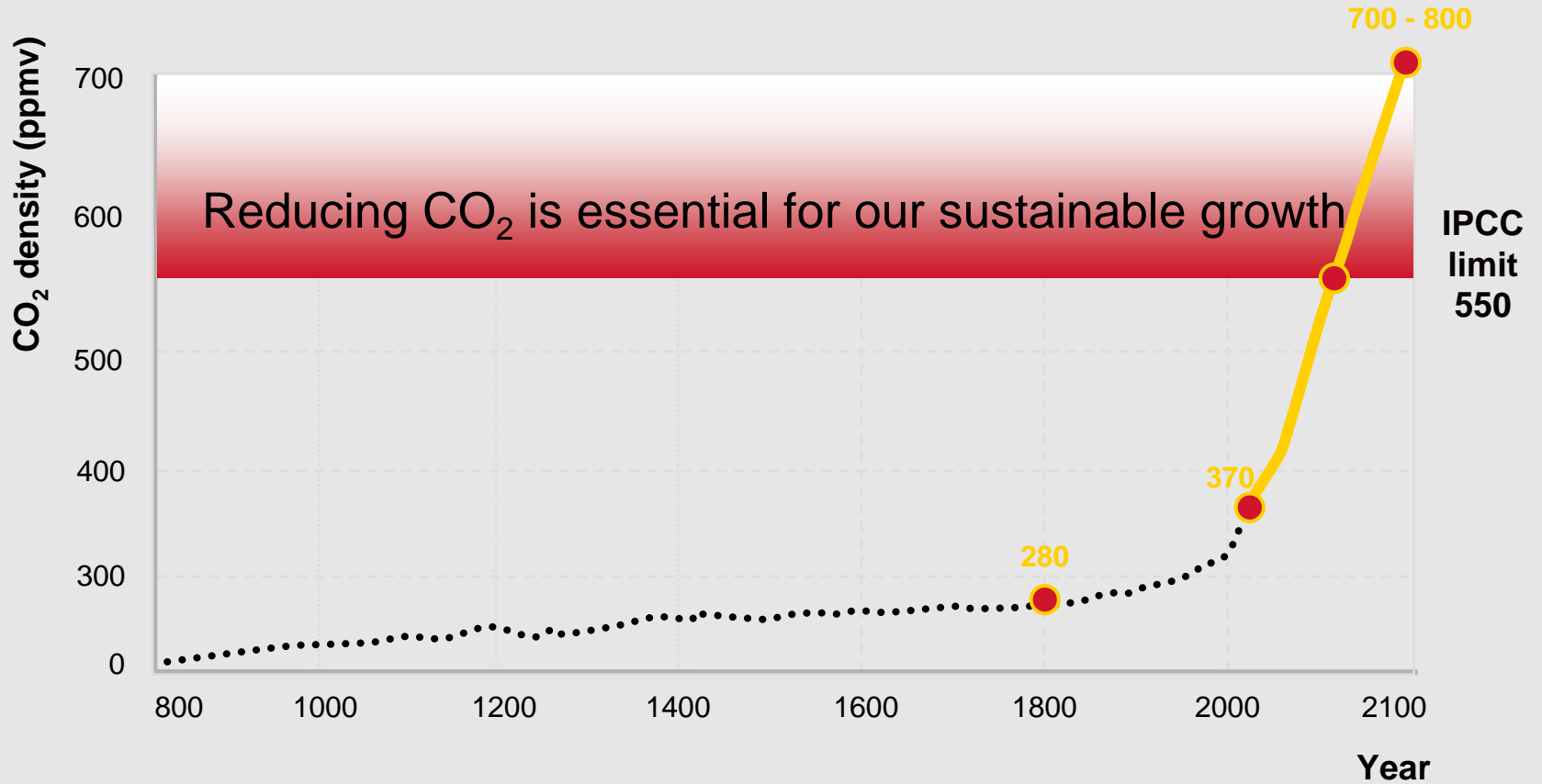
Source: Toyota Motor Corporation

1. Energy supply/demand



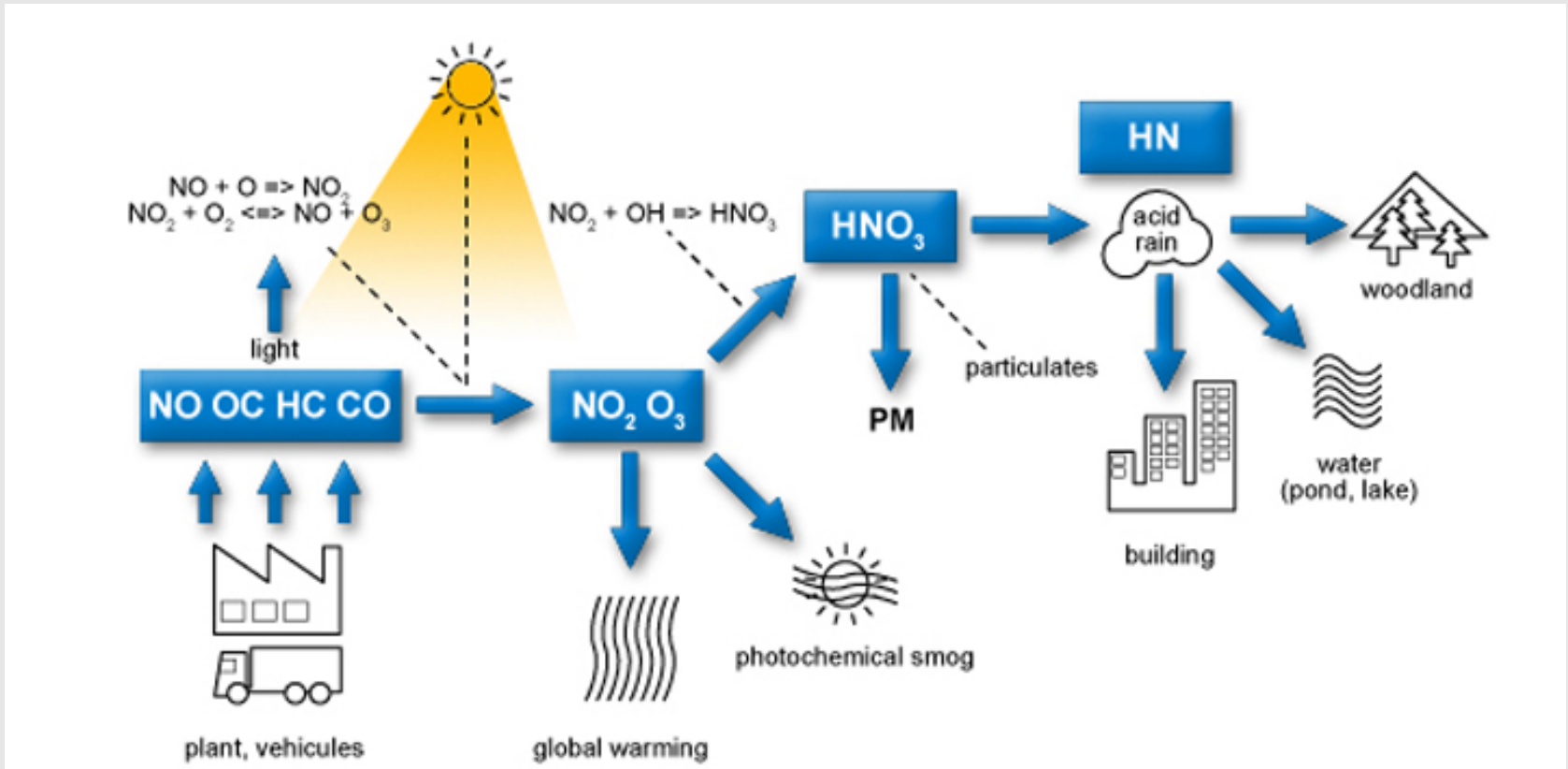
Source: NEDO

2. Climate change



Source: IPCC95 annual report

3. Ambient air: NOx impacts the environment in many ways



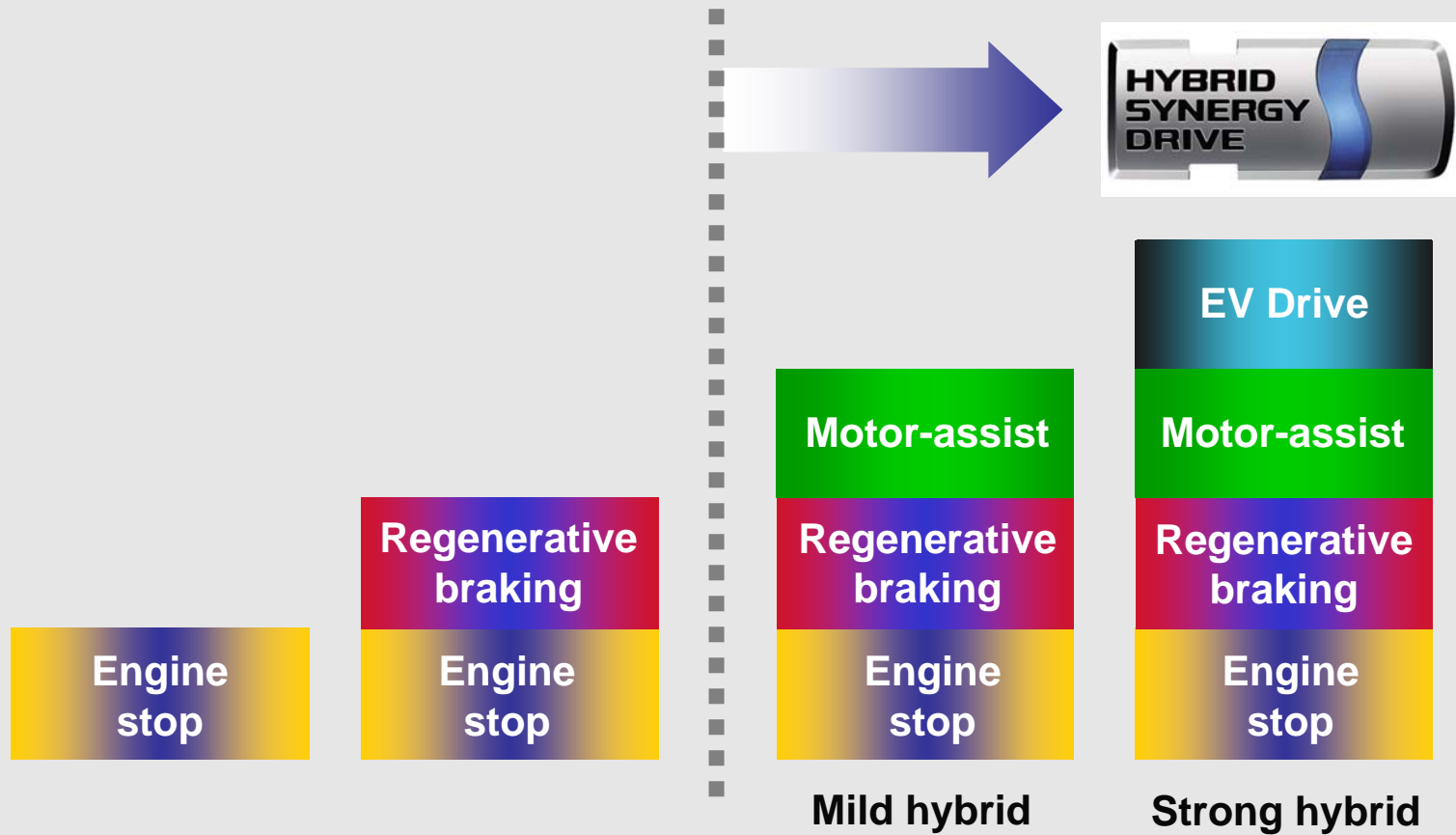
Toyota's response

Toyota
Hybrid Synergy Drive

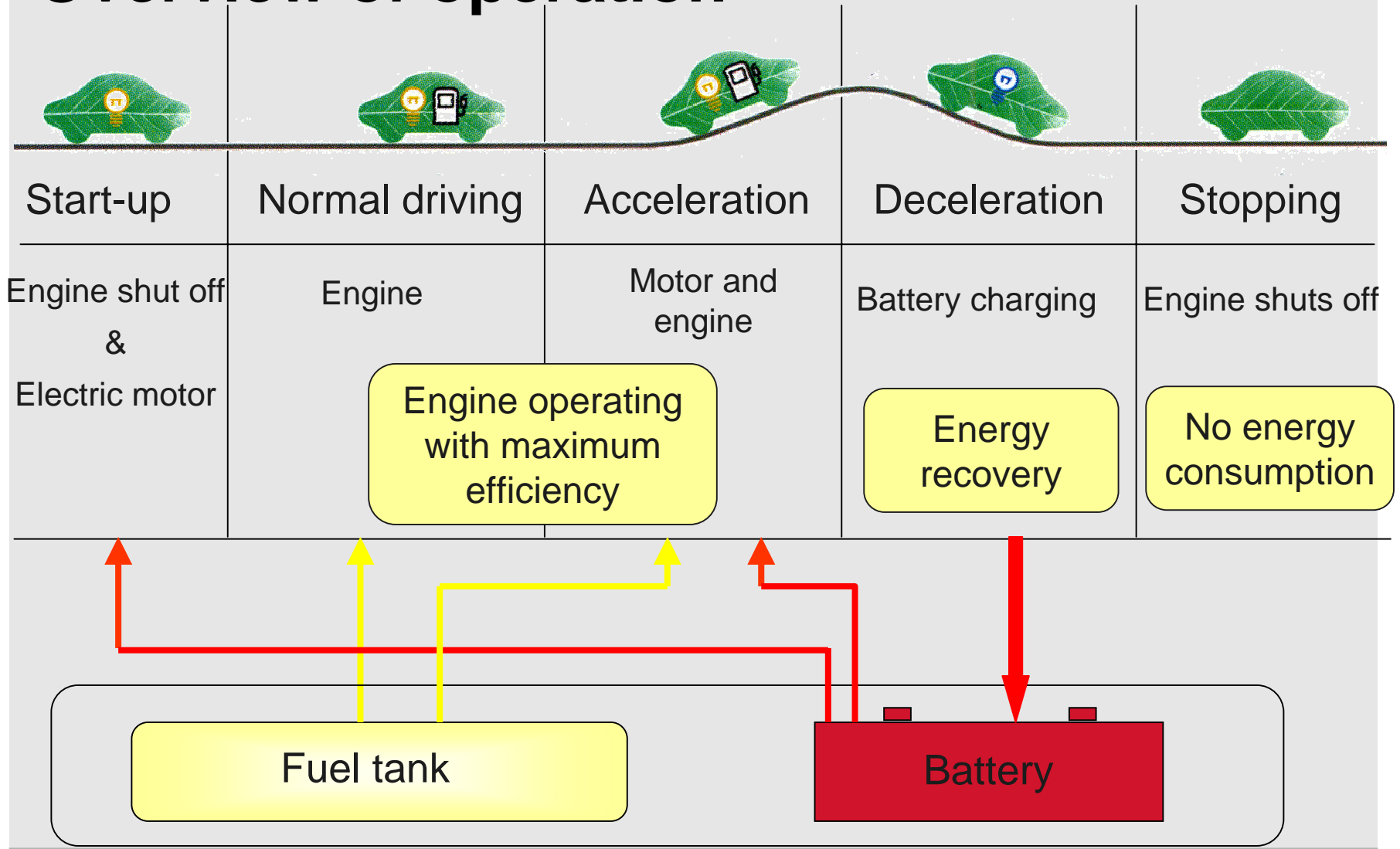
PRIUS



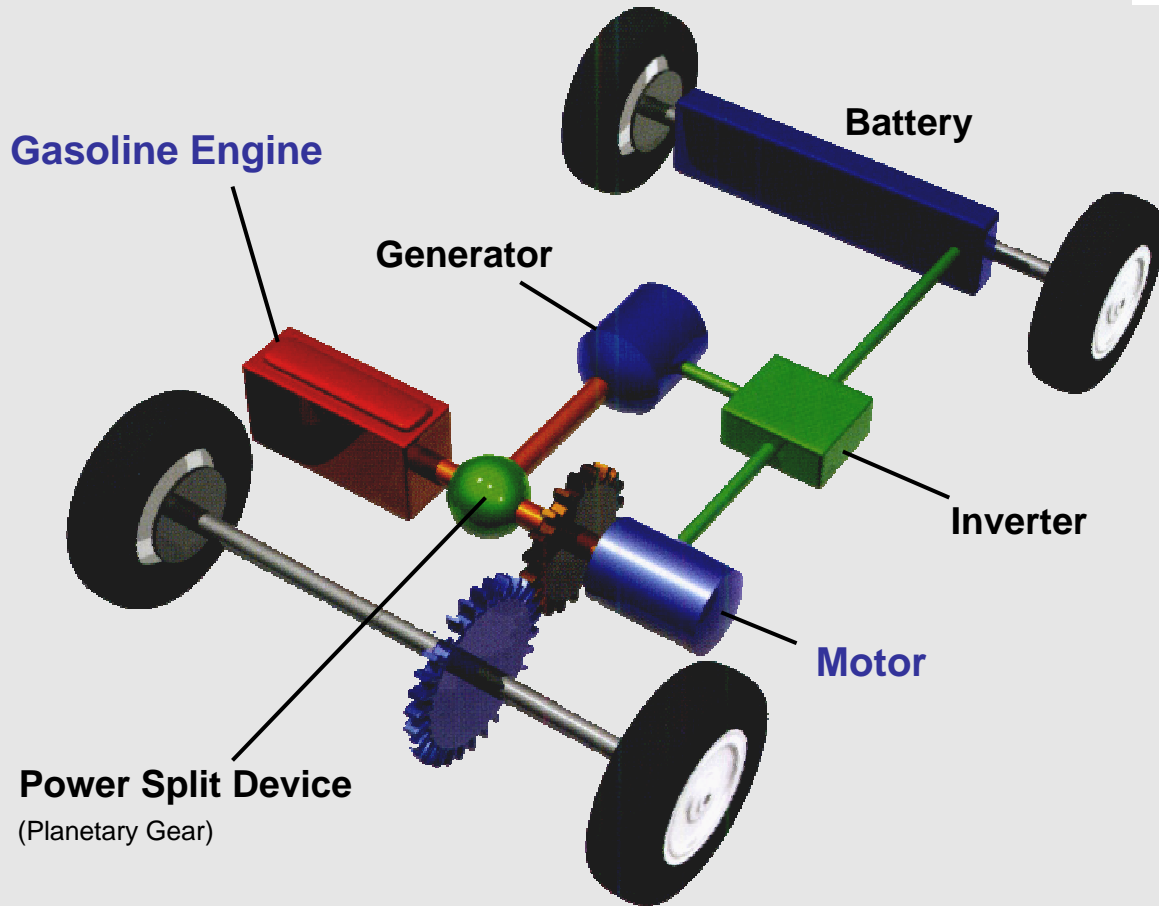
What is hybrid?



Overview of operation

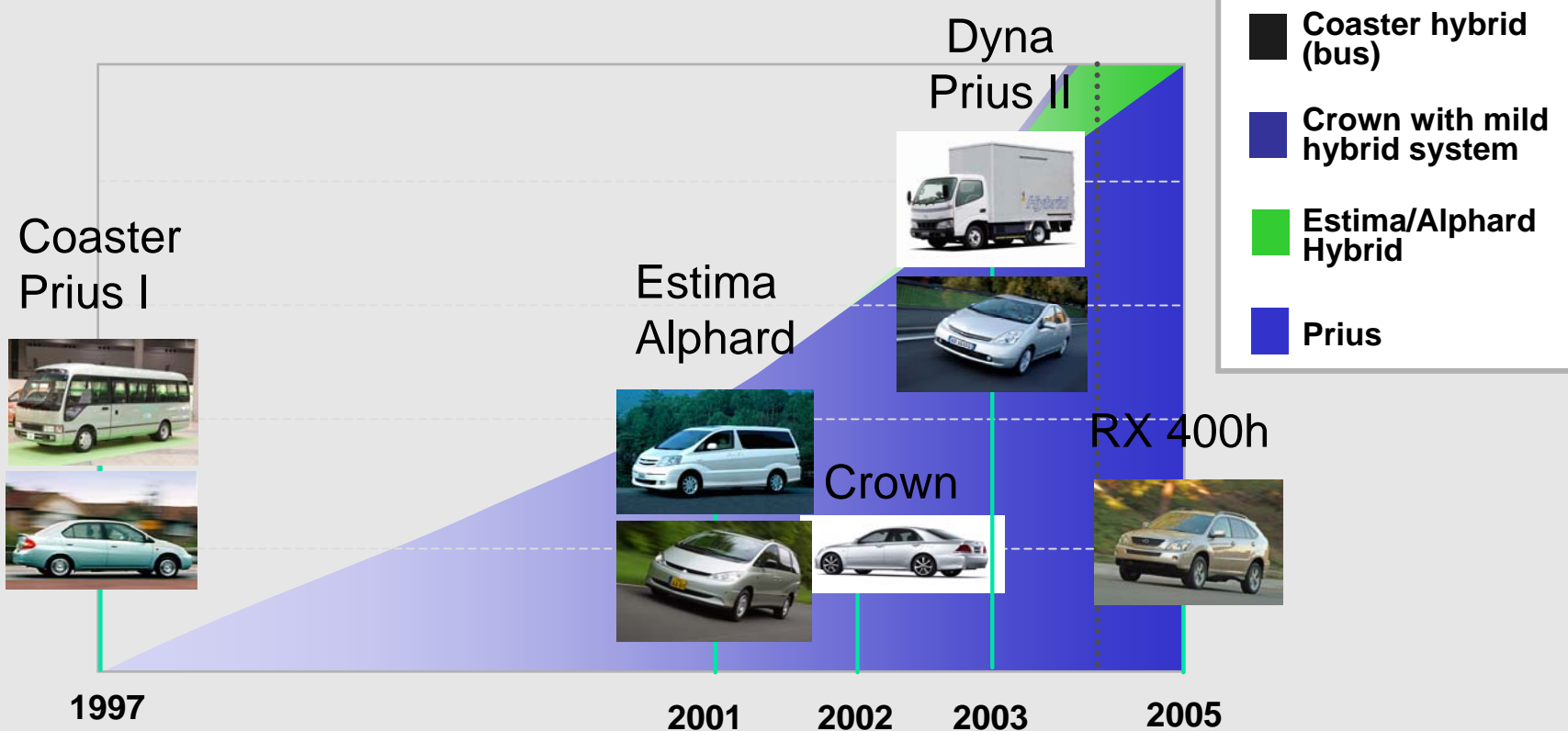


HSD Characteristics



Hybrid sales

Sales to date: 380,000 (05/2005)



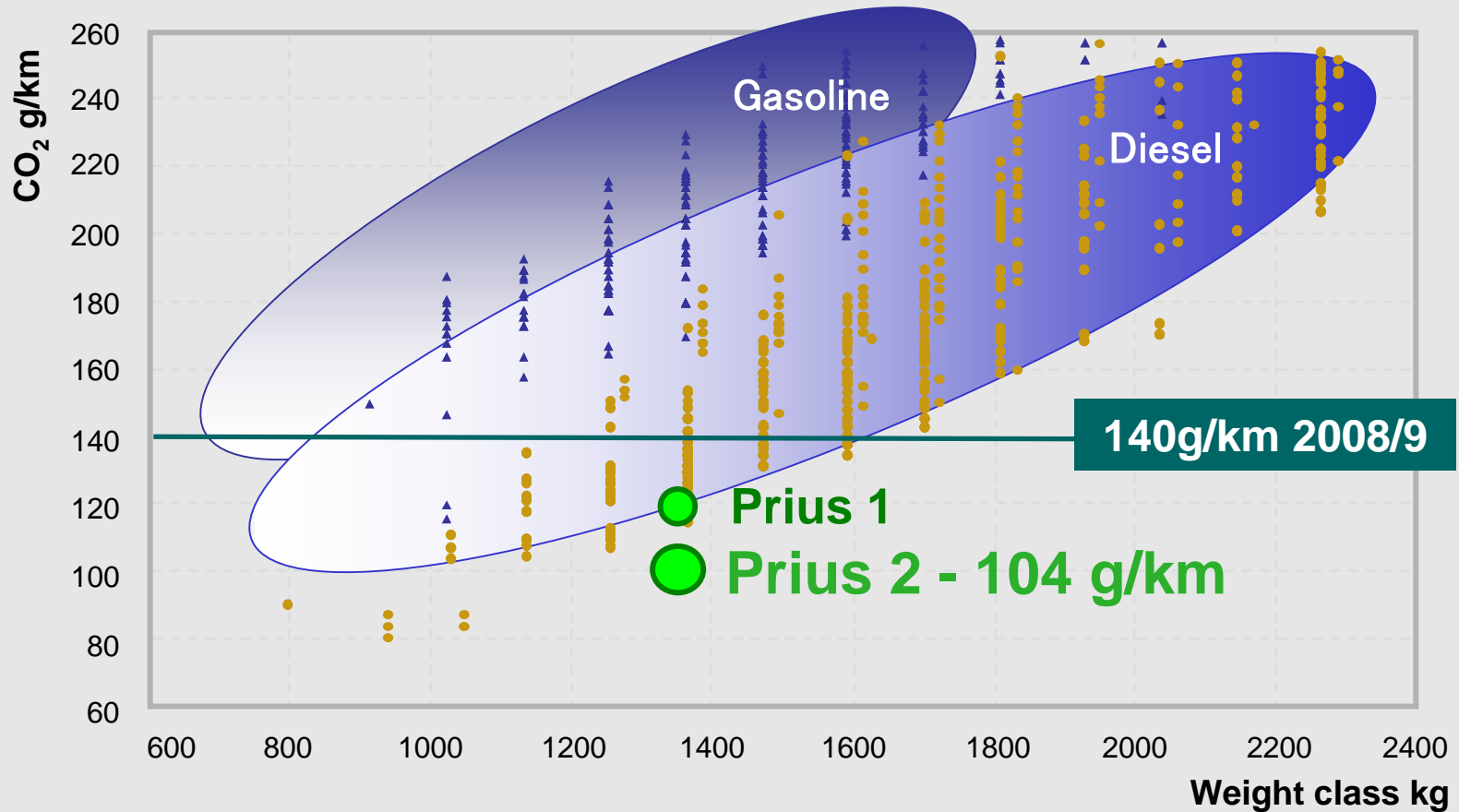
Toyota Prius



- Over 95,000 units in 1 year in US and Japan
- In Europe, 8153 units in 2004
- 104g/km CO₂ for a D-segment car (4.3l/100km)



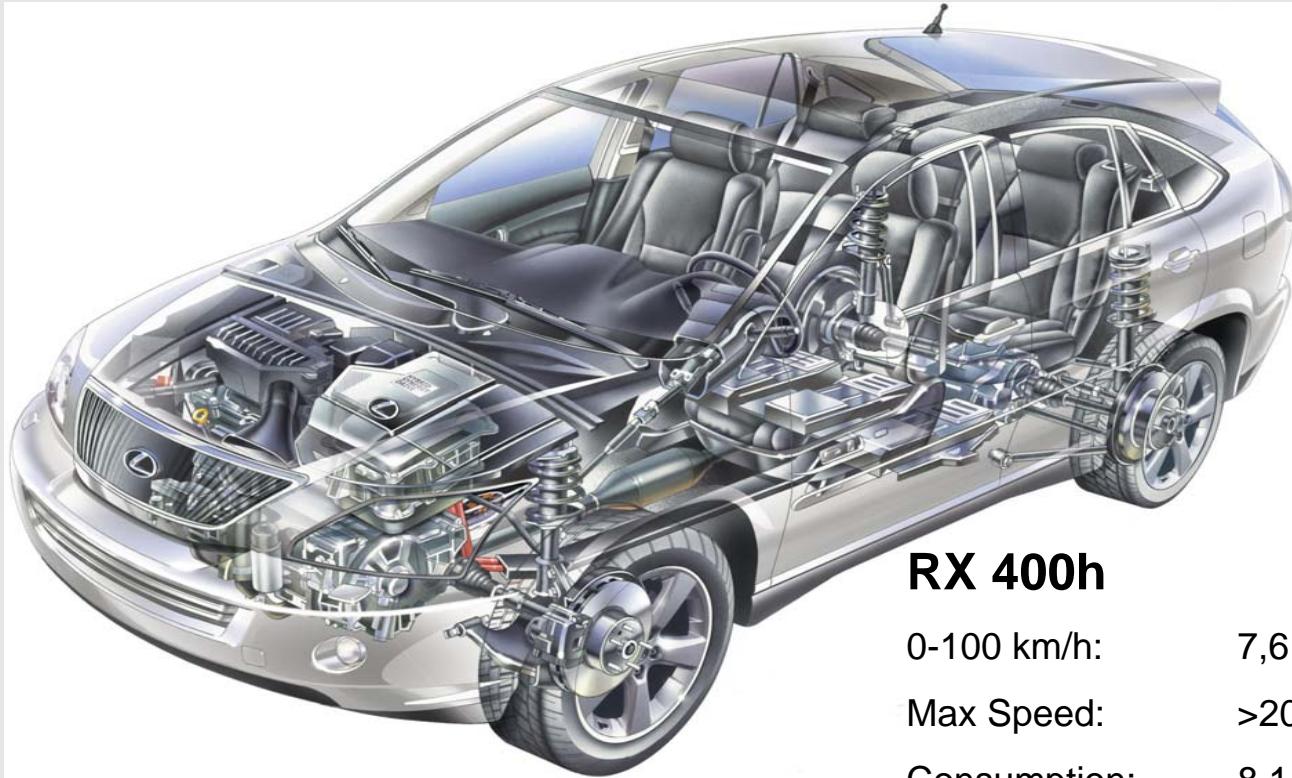
Relative emission levels



Source: Toyota

Lexus RX 400h

High Performance SUV



RX 400h

0-100 km/h: 7,6 s

Max Speed: >200 km/h

Consumption: 8,1 l

CO₂-Emissions: 192 g/km

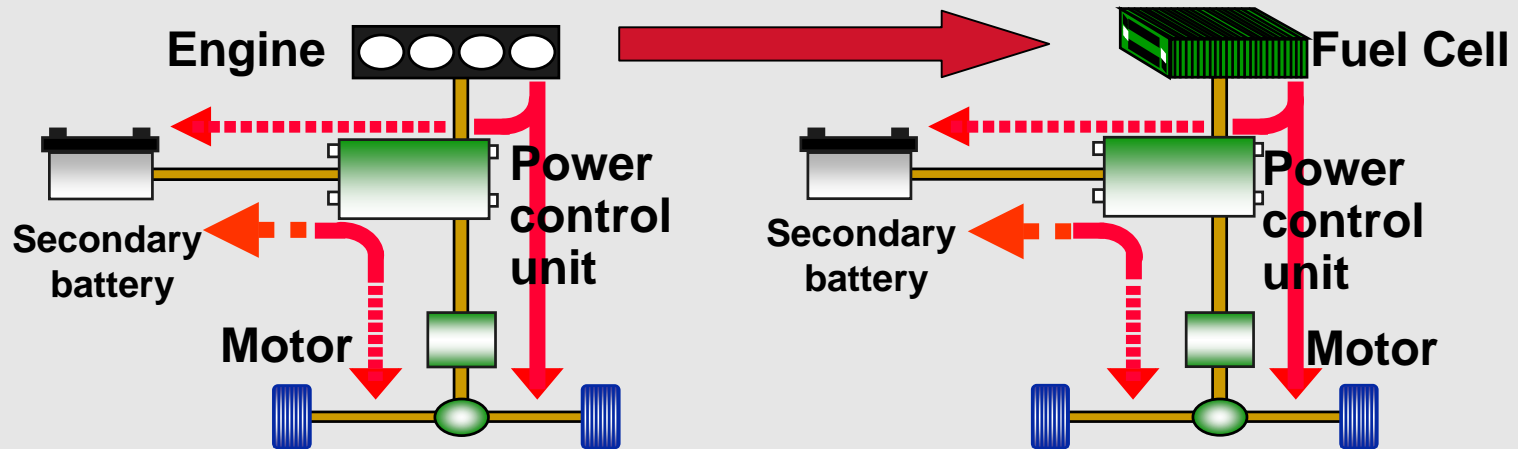
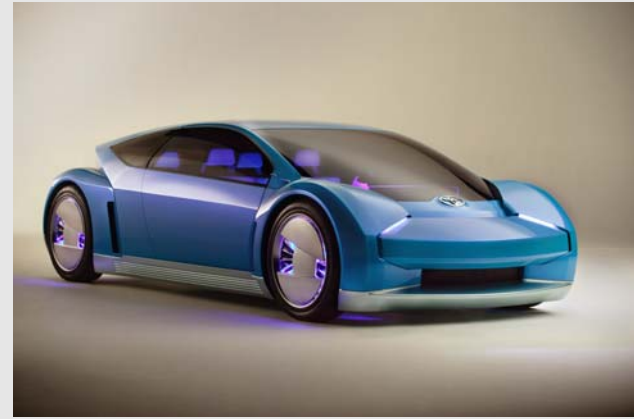
Fuel Cell Hybrid

Toyota's Hybrid Technology

Prius: gasoline



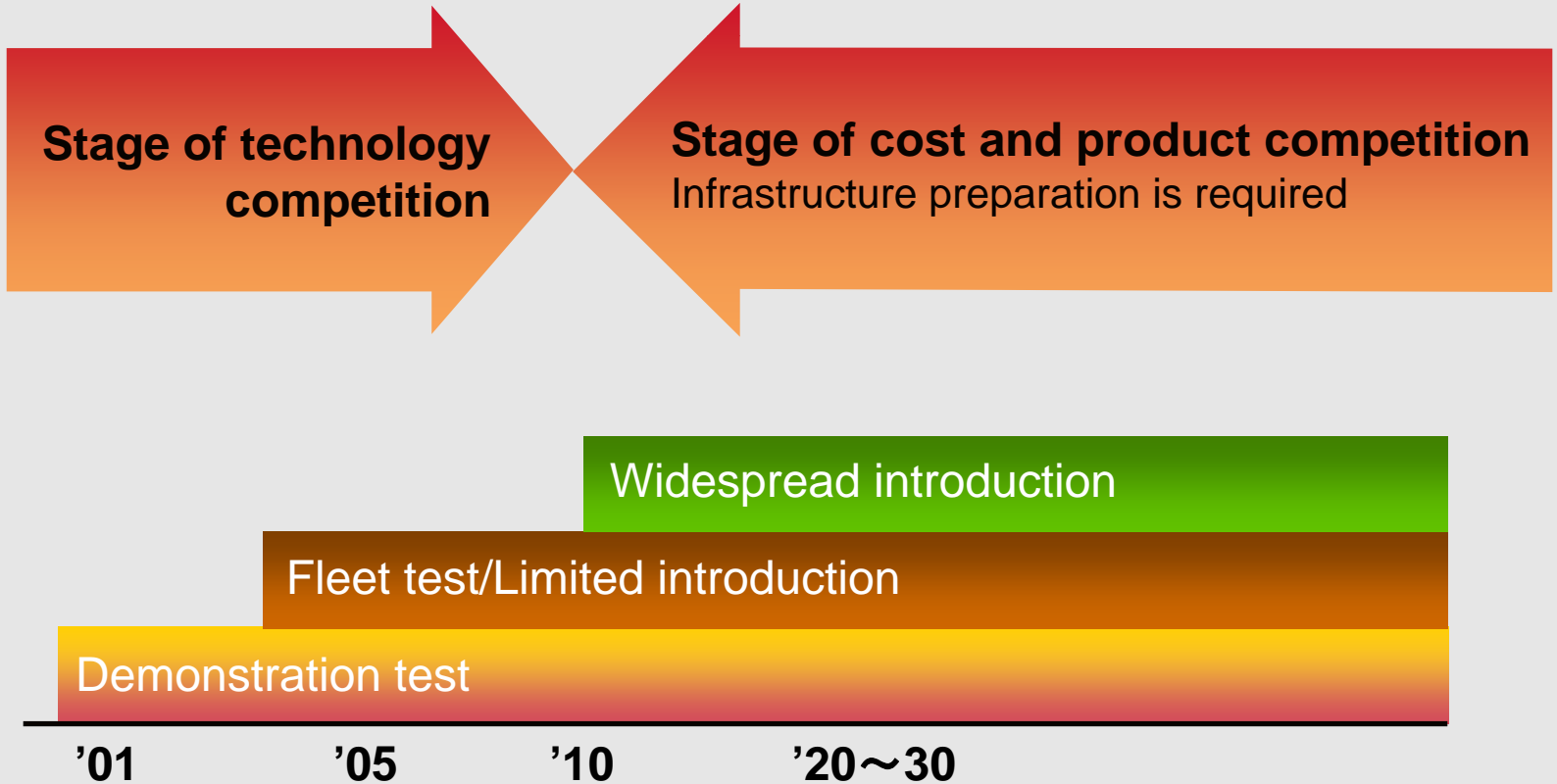
FINE-S: hydrogen



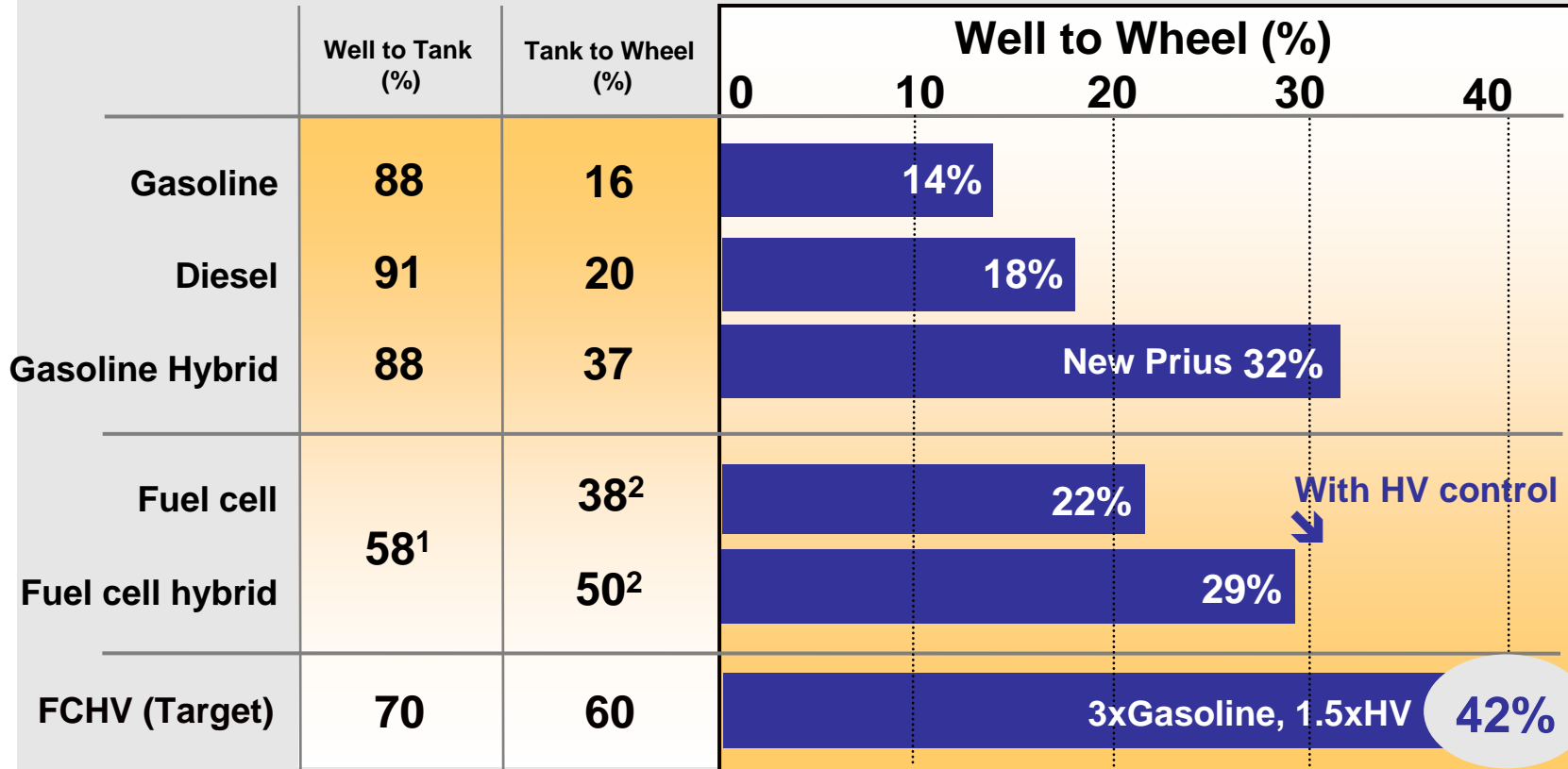
Toyota Fine-S



Forecast for FC Vehicle Market Introduction



Toyota vision



(1) Natural gas base

(2) Measurement from the electric current

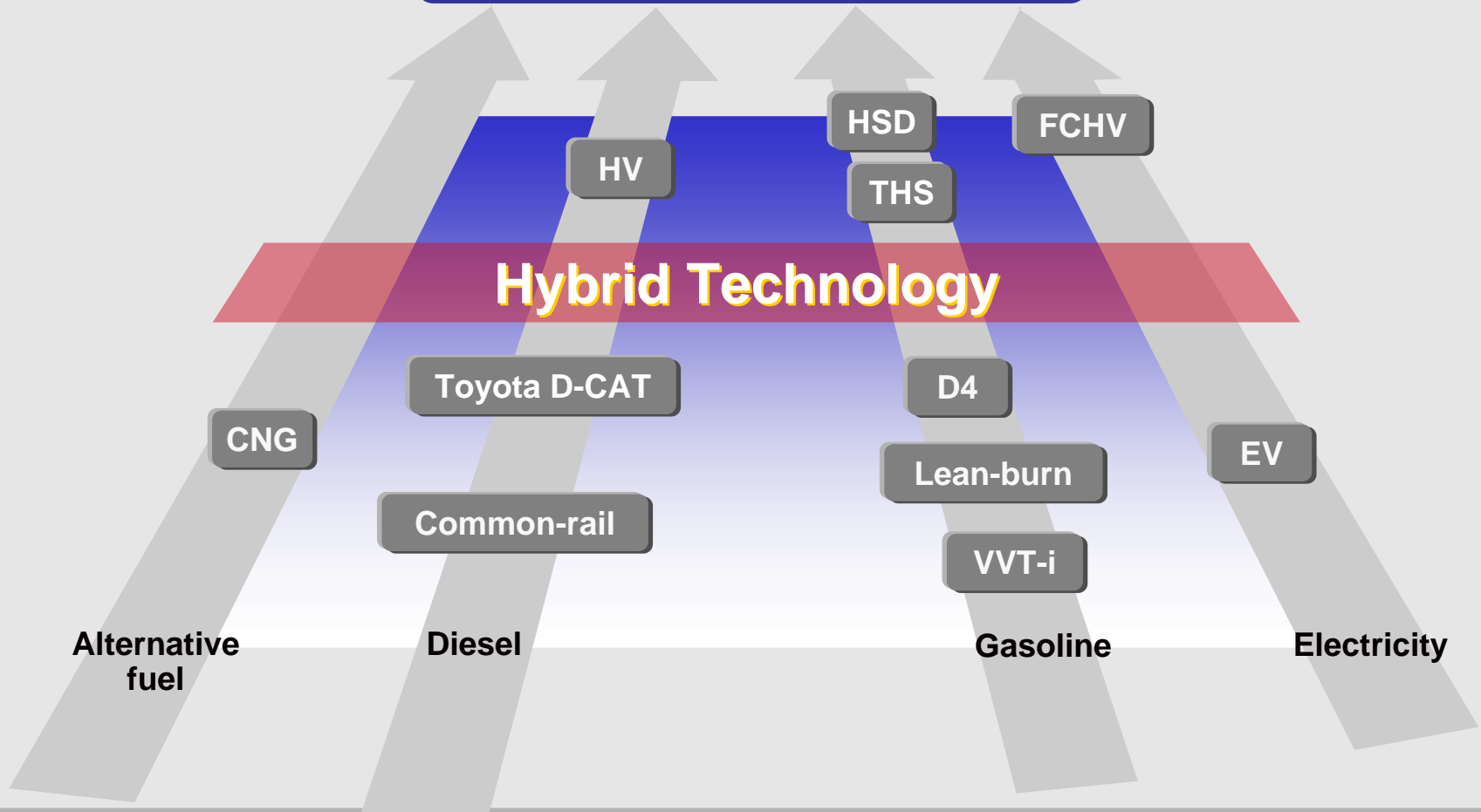
■ Japanese 10-15 Mode Toyota's estimation

Source: Toyota Motor Corporation

Routes to the Vision

The Ultimate ECO-Car

Hybrid Technology



Thank you for your attention