

Toyota Canada Mirai Launch Fast Facts

- Since the Toyota Prius hybrid electric vehicle first went on sale in 2000, Toyota Canada has sold close to 160,000 electrified vehicles in Canada
- In June 2017 Toyota Canada launched the Prius Prime Plug-in Electric Vehicle exclusively in Quebec.
 - After the first 2 months of sale, the Prime had outsold the previous generation Prius Plug-in's best year ever.
 - In 2017 Quebecers embraced the Prius Prime, pick up 708 units; Prius Prime sales have surpassed the previous Prius Plug-in generation best year ever by 300%
 - Because of the success in Quebec, Toyota Canada is launching the Prius Prime to the rest of Canada starting with the 2018 model year
- Since the launch of the Prius Prime, over 40 per cent of advanced powertrain vehicles sold in Québec are Toyota or Lexus models; the highest share of any automaker.

Electrified vehicles:

Toyota believes that when it comes to motoring there is no single solution to reduction of Green House Gases, the solution is what we refer to as 'right vehicle, right place, right time'.

- Internal Combustion Engines (ICE): Efficient Internal Combustion Engines demonstrate how far conventional vehicles have come (Tacoma Atkinson cycle V6, Highlander Start&Stop, Corolla valvematic on CVTi-S)
- Hybrid Electric Vehicles (HEV): Toyota has experienced global success with hybrid electric vehicles, Prius and other hybrid models demonstrate that customers can adopt new technologies gradually.
- Plug-in Electric Vehicles (PHEV): Allow drivers to enjoy the benefit of shorter EV only trips, but no range anxiety on longer distances. Prius Prime offers the best fuel efficiency overall.
- Battery Electric Vehicles (BEV): suitable for short trips and smaller urban-based vehicles, i.e. i-ROAD, COMS. Toyota Motor Corporation has recently announced further investment in Electrified Vehicles.

- Fuel Cell Electric Vehicles (FCEV): zero emissions vehicles that are easy to refuel (like a regular ICE vehicle), driving range similar to an ICE vehicle and the technology is scalable into larger vehicles, even commercial applications (ie buses, transport trucks). Operates like any other vehicle... even in cold weather.

The Toyota Mirai:

- The Toyota Mirai will go on sale in Canada this year starting exclusively in Quebec
- The Toyota Mirai is a Fuel Cell Electric Vehicle that delivers all the style, features, including standard safety technology that drivers want, plus four key advantages:
 - Mirai combines hydrogen and oxygen for power, but the only emissions from the tailpipe is water
 - No range anxiety with up to 500 km of driving range
 - Simple to fuel at 5 minutes fuelling time
 - Cold weather reliable

Toyota Motor Corporation Global Announcements

- In 2015 Toyota Motor Corporation announced Toyota's Environmental Challenge 2050 setting a clear goal to reduce vehicle CO2 emissions by 90 per cent (compared to 2010 levels) by 2050.
- In 2017 Toyota Motor Corporation announced a roadmap for vehicle electrification to 2030.

Electrification across the entire Toyota and Lexus line-up

- By around 2030, Toyota aims to have sales of more than 5.5 million electrified vehicles, including more than 1 million zero-emission vehicles (BEVs, FCEVs).
- Additionally, by around 2025, every model in the Toyota and Lexus line-ups around the world will be available either as a dedicated electrified model or will have an

electrified option. This will be achieved by increasing the number of dedicated HEV, PHEV, BEV, and FCEV models and by generalizing the availability of HEV, PHEV and/or BEV options to all its models.

- As a result, the number of models developed without an electrified version will be zero.

Zero-emission Vehicles

- Toyota will accelerate the popularization of BEVs with more than 10 BEV models to be available worldwide by the early 2020s, starting in China before entering other markets, with gradual introduction to Japan, India, the United States and Europe.
- The FCEV line-up will be expanded for both passenger and commercial vehicles in the 2020s.