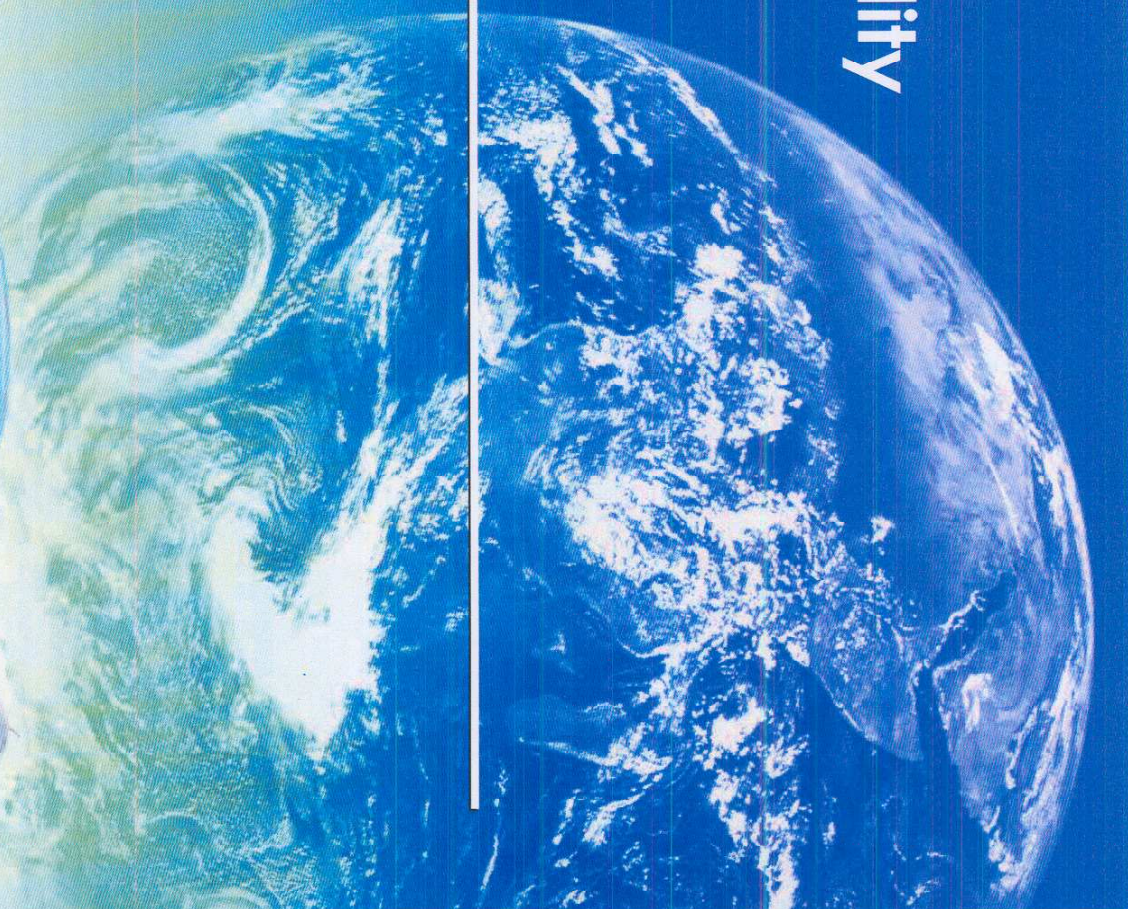


# The Pursuit of Sustainable Mobility

Bill Reinert

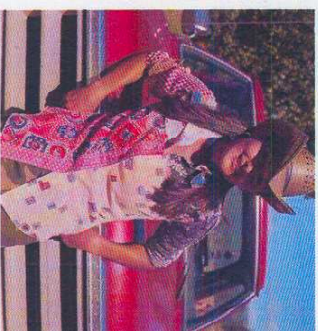
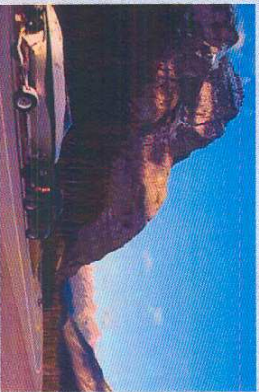
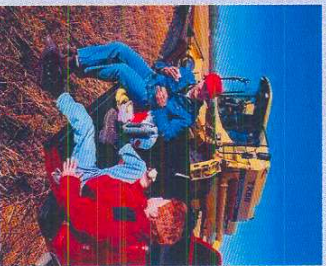
Toyota Motor Sales, U.S.A.

March 27, 2008



# Market Surrounding Automobiles

16 Million new vehicles sold every year --  
to buyers with different wants and needs --  
and who do NOT want to compromise

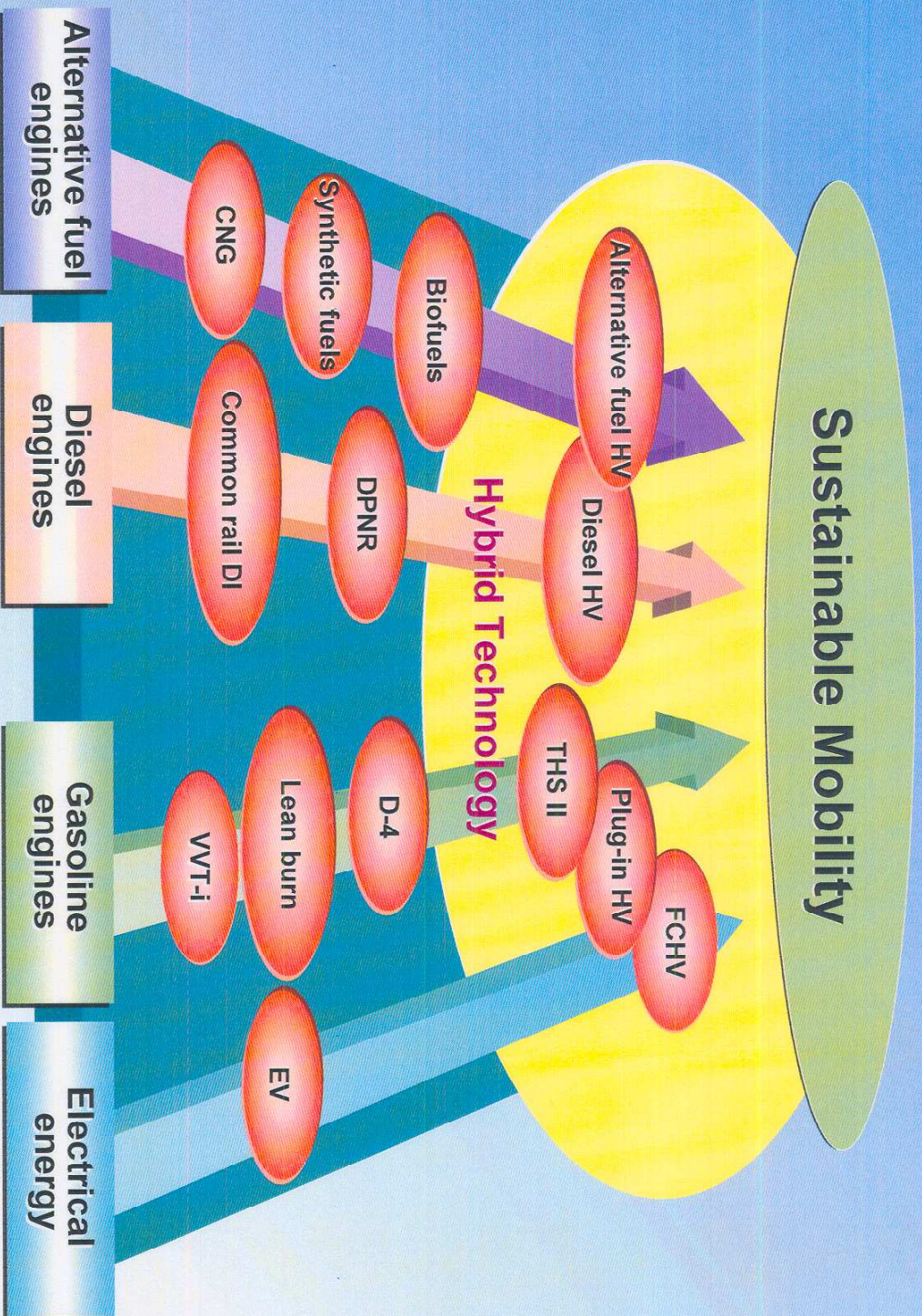


## Sustainable Vehicles – Toyota's Approach

1. Balance reduction of environmental impact with meeting customer wants & needs
  - a) Short-to-Mid term product evolution
  - b) Long-term investment in alternative technologies
2. Mass market appeal
3. Life Cycle Assessment

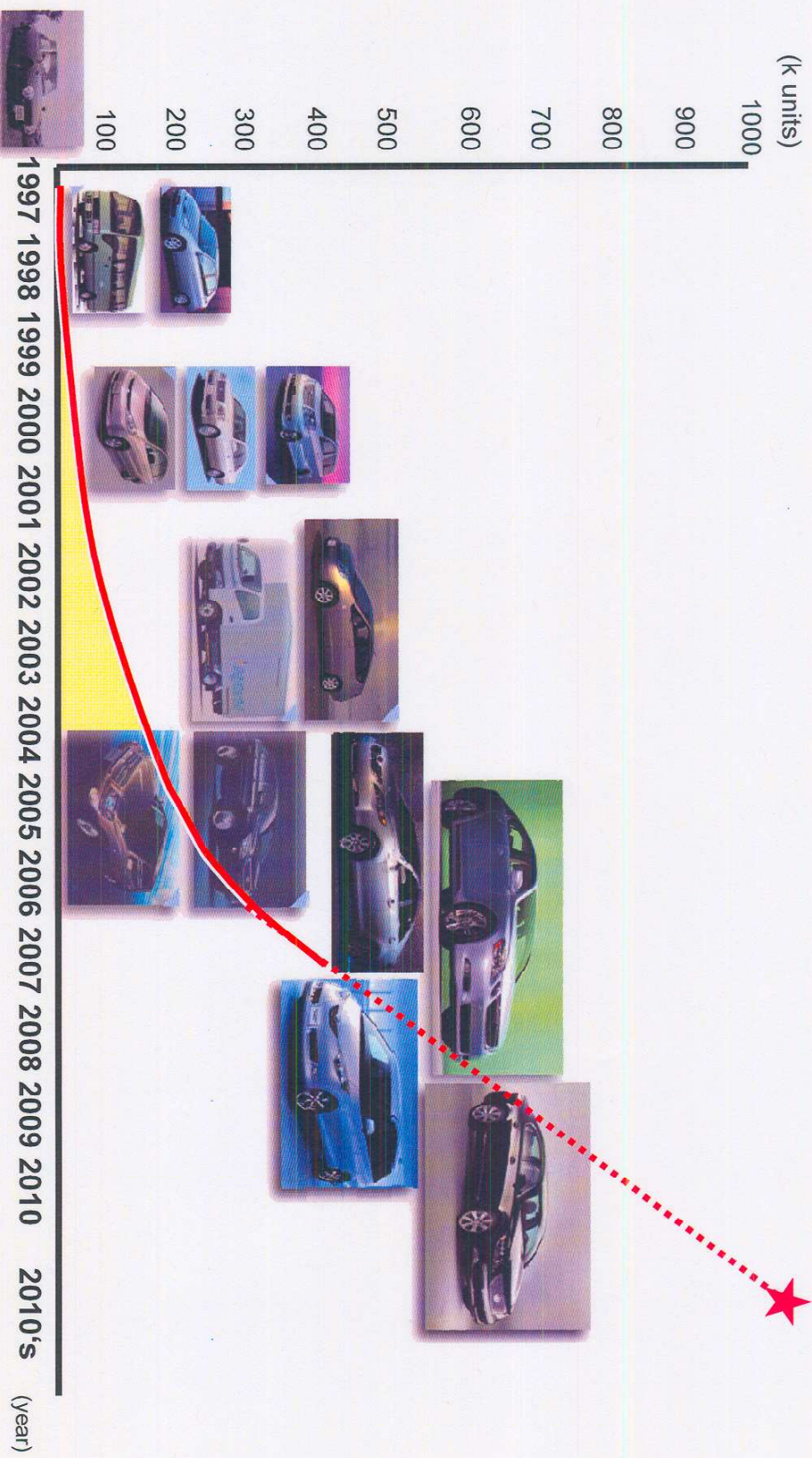


# Toward Sustainable Mobility



TOYOTA

# Ten Years of Annual Hybrid Sales Growing

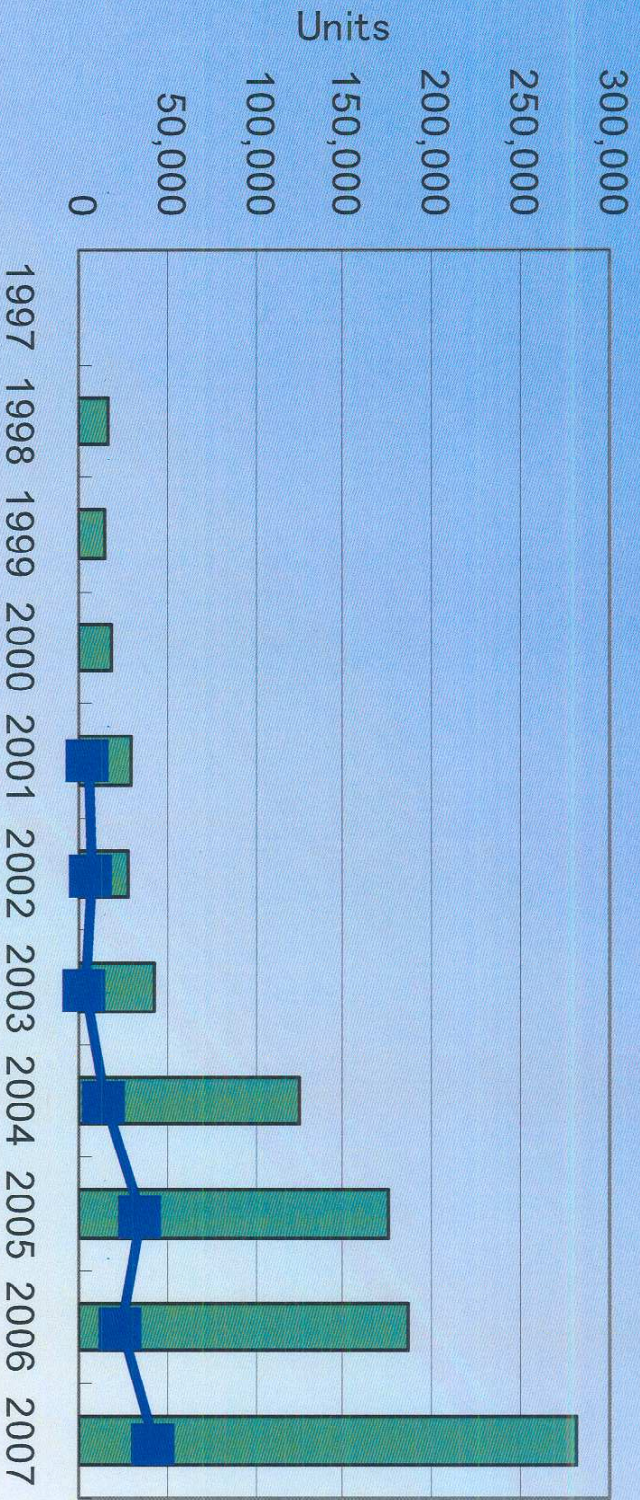


**One million cumulative total sold worldwide.**

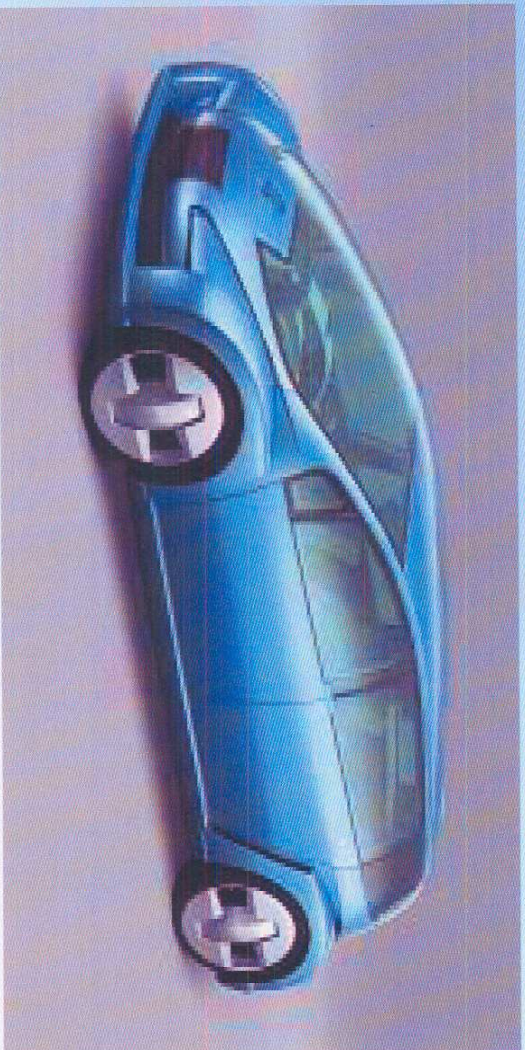
Aiming to reach one million per year early in the 2010's decade

# Prius annual sales 2001 - 2007

## California and Worldwide



# Fuel Cells : Key Technology for the Long Term



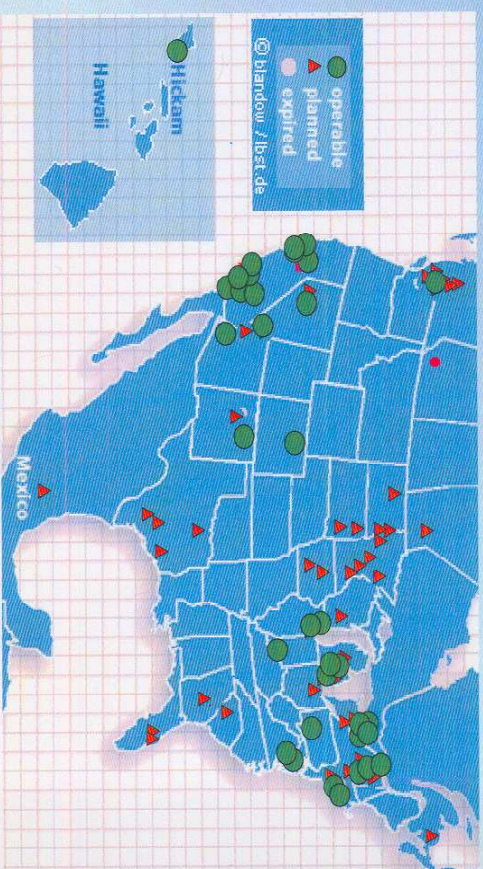
# Issues for Hydrogen Infrastructure

## Timely development of infrastructure

- Number of stations: Currently 58 stations in the U.S.
- Location
- Agreement for mutual usage

### Countermeasures (example)

- OEMs collaboration with energy companies, governments
  - ✧ Toyota & Shell establishing in Torrance
- Government incentives for infrastructure
- Direct funding by federal level (DOE etc.), States level (AQMD etc.) for stations





The Next Frontier:  
Plug-in Hybrid Vehicle (PHV)



# Plug-in Hybrids

## The Promise

- Petroleum displacement
- Good driving range
- Further societal preparation for "zero"

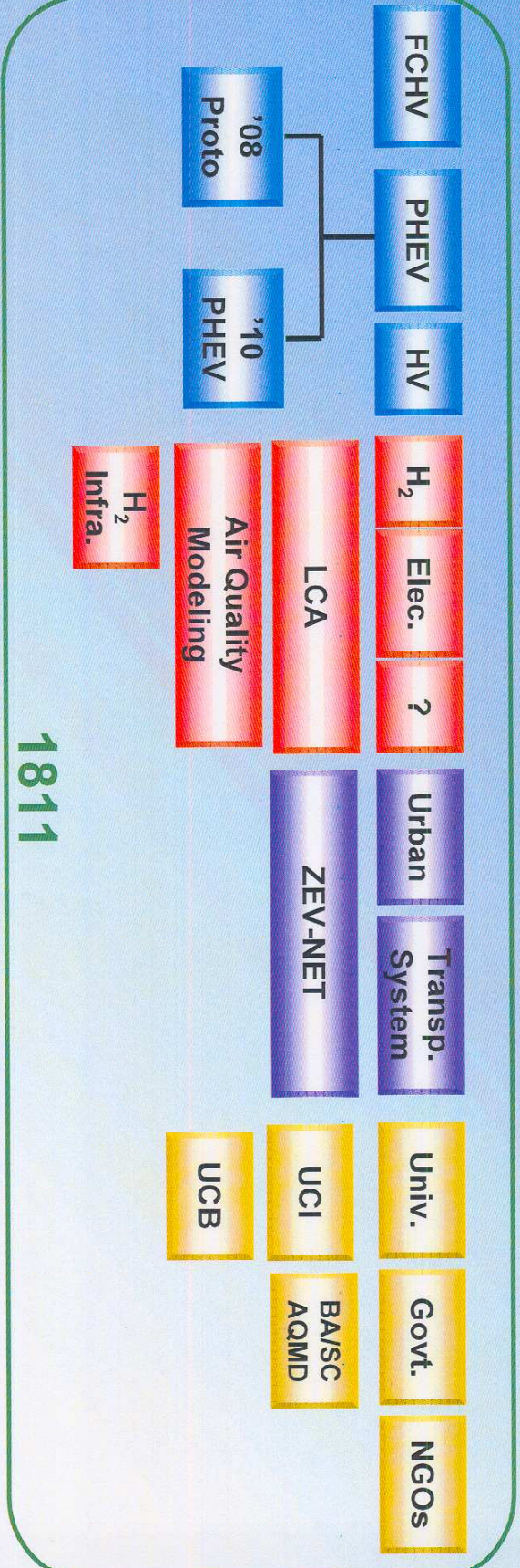
## The Hurdles

- Battery Cost
- Battery Durability
- Charging Infrastructure
- Codes & Standards
- Need for Cleaner Power



# AB 1811 – Encompasses all aspects of Sustainable Mobility

## Sustainable Mobility



1811

