



Toyota Maintains Industry Leadership on Average CO2 Emissions

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Toyota continues to lead the motor industry in the UK in bringing down average CO2 emissions across its entire model range.

Latest figures from independent automotive analysts Clean Green Cars show that at the end of the first quarter of this year the mean figure for new Toyota cars sold in Britain was 124.55g/km. That's well below the European Union's target figure of 130g/km set for 2012 and a full 20g/km less than the total market average.

Having been the first car maker to dip below the European benchmark last year, Toyota continues to demonstrate how cleaner motoring can be enjoyed without sacrificing the levels of driving pleasure and comfort customers demand. Central to its achievement have been its advances in powertrain technology through Hybrid Synergy Drive, the ultra-efficient full hybrid system that powers Prius and the soon-to-be-launched Auris HSD, and Toyota Optimal Drive.

With the new, British-built Auris HSD set to deliver CO2 emissions from just 89g/km, Toyota is well positioned to maintain its environmental leadership. More customers than ever before are making the switch to its cleaner, fuel-frugal hybrid power, with sales of Prius running at three times their 2009 level in the first three months of 2010.

Moreover, Auris HSD marks the start of a game-changing Toyota programme that will see hybrid power versions available in all its European model ranges by the early 2020s.

At the same time as Hybrid Synergy Drive enjoys increasing popularity, the application of Toyota Optimal Drive throughout Toyota's petrol and diesel model ranges gives customers an exceptional choice of low emissions vehicles: Aygo, iQ, Yaris, Urban Cruiser and Auris all offer versions with CO2 output below the key 130g/km level.

The full Clean Green Cars analysis can be seen at:
<http://www.cleangreencars.co.uk/jsp/cgcmmain.jsp?lnk=370>

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