



Britain Delivers Toyotas 400,000th Hybrid in Europe

27 January 2012

Auris Hybrid built at Burnaston takes Toyota to another sales landmark

Toyota delivered its 400,000th hybrid in Europe yesterday (26 January), a British-built Auris Hybrid from its Burnaston factory in Derbyshire. The vehicle was handed over to Valentine Nkwocha, a company car driver for CTG, an IT company in Belgium.

Auris Hybrid, the first full hybrid power Toyota to be built in Europe, has been manufactured at Burnaston since 2010 and has helped build the popularity of hybrid with European customers, together with three generations of Prius.

Tony Walker, Deputy Managing Director of Toyota Motor Manufacturing UK, said: "We are proud that Toyota selected the UK for its first European hybrid production centre and are equally pleased that it is an Auris Hybrid from Burnaston that has taken the company to this landmark total.

"It is more good news for TMUK, following on from the recent announcement that Burnaston will receive significant further investment to build a new generation of Toyota C-segment hatchbacks - including a hybrid version."

Michel Gardel, Vice President of Communication, External and Environmental Affairs at Toyota Motor Europe, said: "We are very proud to deliver our 400,000th hybrid in Europe. It shows that European customers are not only ready to consider a hybrid vehicle purchase but for Toyota, they have been doing so in large numbers - in fact 10 per cent of our sales in Europe were hybrid vehicles last year."

To date Toyota has sold more than 3.5 million hybrid vehicles worldwide, representing a cumulative saving of more than 23 million tonnes of CO₂ emissions. Toyota will significantly increase the range of hybrid vehicles available this year with the introduction of the new seven-seat Prius+ and Prius Plug-in Hybrid. New Yaris, too, will be offered in a full hybrid version.

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