



Toyota Marks Seven Million Global Hybrid Sales

14 October 2014

The pace of Toyota's worldwide hybrid vehicle sales continues to accelerate with a further million units added in just nine months, taking the cumulative total through the seven-million mark. At the end of September the number reached 7.053 million.

The results bear witness to Toyota's commitment to help mitigate the impact of motor vehicles on the environment by encouraging the mass-market adoption of cleaner, more efficient hybrids.

Toyota's hybrid range continues to grow, with 28 different passenger car models (including the Prius Plug-in hybrid) currently sold in more than 90 countries and regions. The new model strategy for 2014-2015 features 15 new hybrids, including in the UK the new Lexus NX 300h crossover and RC 300h coupe. In the future more new models and markets will be added.

Toyota calculates that as of 30 September, Toyota hybrid vehicles have reduced the amount of CO₂ entering the atmosphere – believed to be a cause of global warming – by approximately 49 million tonnes, compared to the impact the same number of equivalent petrol-powered vehicles would have. On the same basis, it also estimates its hybrids have saved around 18,000 million litres of petrol.

Toyota entered hybrid vehicle production in August 1997 with the launch in Japan of the Coast Hybrid EV bus, followed in December by the first generation Prius, the world's first mass-produced hybrid car. In the UK Prius launched Toyota's hybrid market in 2000. Since then Toyota's hybrids have enjoyed increasing support from customers around the world.

Toyota's hybrid system is designed as a core technology that can be used in different forms to create environmentally efficient vehicles for different customer requirements. The company will continue to work to raise performance, reduce costs and expand its product line-up – including the introduction of environmentally efficient non-hybrid vehicles.

Toyota hybrid vehicle sales – all brands

Year	Global	Europe	UK

1997	0.3	-	-
1998	17.6	-	-
1999	15.2	-	-
2000	19.0	0.7	0.184
2001	36.9	2.3	0.622
2002	41.3	0.8	0.291
2003	53.3	0.9	0.370
2004	134.7	8.1	1.595
2005	234.9	23.4	5.279
2006	312.5	36.0	8.343
2007	429.4	49.0	13.195
2008	429.7	57.8	12.809
2009	530.1	54.7	11.190

2010	690.2	70.2	16.432
2011	629.0	82.8	17.545
2012	1,219.1	106.9	19.905
2013	1,279.2	152.9	24.649
Jan-Sep 2014	980.3	125.9	25.556
TOTAL	7,053.0	772.3	132.409

(1 = 1,000 units)

Cumulative sales of Toyota hybrid passenger vehicles

Model	Global	Europe	UK
Prius	3360.4	273.8	64.082
Prius α/Prius v/Prius +	498.0	27.0	2.649
Aqua/Prius c	853.8	-	-
Camry Hybrid	474.9	-	-
Alphard Hybrid	49.4	-	-

Auris Hybrid	181.1	175.3	25.193*
Yaris Hybrid	118.1	115.3	15.199
Avalon Hybrid	30.7	-	-
Highlander Hybrid/Kluger Hybrid	141.9	-	-
Vellfire Hybrid	20.5	-	-
Sai	84.7	-	-
Estima Hybrid	110.1	-	-
Crown Hybrid	101.0	-	-
Harrier Hybrid	40.8	-	-
Crown Mild Hybrid	6.5	-	-
Crown Majesta	7.2	-	-
Corolla Axio Hybrid	21.6	-	-
Corolla Fielder Hybrid	57.1	-	-

Voxy Hybrid	32.2	-	-
Noah Hybrid	22.9	-	-
Lexus LS 600h/600hL	37.7	4.6	0.626
Lexus GS 450h/300h	45.2	14.2	3.734
Lexus RX 400h/450h	305.2	90.1	24.042
Lexus HS 250h	64.1	□	-
Lexus CT 200h	207.6	49.0	16.557
Lexus ES 300h	74.7	0.4	-
Lexus IS 300h	32.9	13.1	4.609
Lexus NX 300h	3.0	0.5	0.015
Prius Plug-in	65.3	9.1	1.279

(1 = 1,000 units) * Including Auris Hybrid Touring Sports. Figures at end of September 2014, based on Toyota data.