



Toyota Hybrid Technology Proves its Staying Power with Eight Million Global Vehicle Sales

21 August 2015

In 1995, the first Prius prototype refused to move, baffling the project team and Takeshi Uchiyamada – who is now Toyota’s chairman. He recalls: “We had no idea what was wrong, so we worked late every night to figure it out. We finally got it to move around Christmas time, but even then it only went 500 metres.”

At that time, hybrid cars were unproven, experimental machines with a very uncertain future.

Fast-forward 20 years and Toyota is proud to announce that it has now sold more than eight million hybrid vehicles¹. Such is the growth rate of hybrid’s popularity, it is only 10 months since the milestone of seven million sales was passed.

To put the impact of eight million hybrids on people and the environment into context, Toyota calculates that as of 31 July, its hybrid vehicles have resulted in savings of around 58 million² tons of CO₂ emissions³, compared to the performance of the same number of equivalent, petrol-powered vehicles. It also estimates that its hybrids have saved 22 million kilolitres of fuel, compared to the amount used by petrol vehicles of the same size.

The message is clear: having found homes in driveways around the world, hybrids have staying power. Since launching Prius in 1997 (from 2000 in the UK), Toyota has been gradually adding models to its range, from the Yaris Hybrid supermini to the recently announced RAV4 Hybrid. Since 2010 the line-up has included the British-built Auris Hybrid, Europe’s best-selling hybrid model.

As of this month, Toyota sells 30 different hybrid passenger cars (including Lexus models) in more than 90 markets around the world.

In the UK the line-up comprises the Toyota Prius, the seven-seat Prius+, Prius Plug-in, Yaris Hybrid and Auris and Auris Touring Sports Hybrid, together with the Lexus CT 200h, IS 300h, NX 300h, GS 300h and 450h, RX 450h and LS 600hL.

Hybrid remains Toyota’s core technology in its development of alternative powertrains, notably in Mirai, the world’s first production hydrogen fuel cell saloon. Its hybrid know-how has also been successfully applied to motor sport, with the Toyota TS040 Hybrid claiming the 2014 FIA World Endurance Championship. Toyota will continue to improve its non-hybrid vehicles as well as it works across the board to improve performance, reduce costs and expand its product line-up.

¹Including plug-in hybrids; ² excluding the Coaster hybrid coach and Quick Delivery 200 LCV; ³ calculated by number of registered vehicles x distance travelled x fuel efficiency (in each market) x CO₂ conversion factor.

Toyota hybrid vehicle sales

YEAR	UK	EUROPE (inc. UK)	JAPAN	NORTH AMERICA	OTHERS	GLOBAL	CUMULATIVE
1997	-	-	300	-	-	300	300
1998	-	-	17,600	-	-	17,600	18,000
1999	-	-	15,200	-	-	15,200	33,200
2000	184	700	12,500	5,800	-	19,000	52,300
2001	622	2,300	18,500	16,000	200	36,900	89,200
2002	291	800	20,000	20,300	200	41,300	130,500
2003	370	900	27,200	24,900	400	53,300	183,800
2004	1,595	8,100	68,700	55,900	1,900	134,700	318,500
2005	5,279	23,400	58,500	150,000	3,100	234,900	553,500
2006	8,343	36,000	72,400	197,600	6,500	312,500	866,000
2007	13,195	49,000	82,000	287,800	10,700	429,400	1,295,400
2008	12,809	57,800	104,400	255,000	12,600	429,700	1,725,100
2009	11,190	54,700	251,100	205,300	19,000	530,100	2,255,200
2010	16,432	70,200	392,200	195,900	31,900	690,200	2,945,400
2011	17,545	82,800	316,400	185,100	44,700	629,000	3,574,400
2012	19,923	106,900	678,000	344,700	89,500	1,219,100	4,793,500
2013	24,651	152,900	679,100	358,200	89,000	1,279,200	6,072,700
2014	32,968	171,800	684,200	323,600	86,500	1,266,000	7,338,700
Jan – Jul 2015	22,669	111,800	389,300	163,200	45,300	709,600	8,048,400
Total	188,066	930,100	3,887,800	2,789,100	441,400		

All Toyota data