



Toyota Takes Green Fleet Manufacturer of the Year Title in Fleet News Awards

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Toyota's unstinting drive to achieve exceptional environmental targets has been recognised with the Green Fleet Manufacturer of the Year title in the *Fleet News Awards*, presented at a ceremony in London this week.

The honour reflects the company's commitment to constant improvement in the environmental performance not just of its vehicles, but every aspect of its worldwide business.

The judges had warm praise for Toyota, commenting: "Toyota's commitment to environmental issues has been frequently dismissed over the years but the company was brave and stuck to its guns. It was the right thing to do. The environment is ingrained within the company – it's part of its ethos. Toyota's holistic approach covers every part of its business as it relentlessly seeks to drive down CO₂, NO_x and particulate emissions - true substance over style."

Toyota's Environmental Challenge 2050 sets high targets, including a 90 per cent reduction in its vehicle carbon emissions, compared to 2010 levels. This ambition is supported by the company's plans for rapid, further electrification of its vehicle range, including annual sales of more than 5.5 million electrified vehicles (hybrid electric, plug-in hybrid electric, fuel cell electric and battery electric vehicles), with one million of these producing zero harmful emissions.

For today's fleet operators, Toyota offers a wide range of hybrid electric vehicles that deliver not only fuel efficiency and low emissions, but also proven reliability and durability, helping keep operating costs low and addressing increased concern about air quality issues.

More than that, it also brings hydrogen fuel cell technology to the fleet arena with the Mirai saloon, a car with genuine zero emissions, a driving range of around 300 miles and quick and simple refuelling within the UK's expanding hydrogen filling station network.

Neil Broad, General Manager Toyota and Lexus Fleet Sales, said: "The Green Fleet Manufacturer Award is great recognition for what we are trying to achieve throughout our business. Toyota was the motor industry's pioneer of hybrid electric power and we are proud that we have constantly developed our technology so that we can provide fleet and business customers with a strong, viable and compelling alternative when it comes to choosing vehicles that are right for the job, are economic to run and can help meet environmental targets."