



## Green Fleet Manufacturer Success for Toyota and Lexus

4 November 2019

Toyota and Lexus Fleet have won the Green Fleet Manufacturer of the Year title in the 2019 *Business Car Awards*. They become the first recipients of the new award, which recognises the efforts of car makers to provide more environmentally efficient business fleet products and services.

Sponsored by Lex Autolease, the honour was announced at a presentation ceremony in London last week.

In making the award to Toyota and Lexus, the judging panel of fleet and motor industry experts said: "Many car manufacturers can demonstrate a commitment to reducing their environmental impact, but nowhere is it more deeply ingrained as part of the culture as at Toyota and Lexus. And, despite the increasing number of electric and plug-in cars on the market, if a fleet wanted to reduce its carbon footprint immediately, the brands' hybrid models don't suffer from long lead times."

Toyota and Lexus Fleet helps customers access an unmatched range of electrified vehicles that meet a wide variety of business needs and attract significant total cost of ownership savings for both fleet operators and individual company car drivers. Focusing on self-charging hybrid electric models, Toyota and Lexus are well-positioned as businesses move away from conventional diesel power and seek to reduce their carbon footprint.

For Toyota, the British-built Corolla, launched earlier this year, has marked the start of a dual hybrid strategy, giving customers the choice of two different full hybrid powertrains within the range. It joins a line-up that includes the new RAV4 Hybrid, C-HR Hybrid crossover, new Camry saloon, Yaris Hybrid and Prius. Corolla was highly commended in the award for best lower-medium car in the *Business Car Awards*, while Camry was a finalist in the upper-medium category.

Lexus is pre-eminent in the premium market where electrified models are concerned, most recently introducing the new UX compact SUV and ES mid-size saloon (another award finalist), together with a significant upgrade for its RX luxury SUV – the model which originated the luxury crossover/SUV market.

Mark Roden, Toyota GB Operations Director, said: "Businesses are increasingly looking for cleaner, more environmentally focused vehicles that, as well as being efficient, have the reliability, quality and competitive cost profiles they require. Our self-charging hybrid technology meets all these demands, benefiting from more than 20 years' real-world experience. We're grateful to *Business Car* for recognising these achievements with the Green Fleet Manufacturer award."

**ENDS**