Company Background
This document provides an overview of Toyota's activities in the UK and around the world. It is updated three times a year. For further up-to-the-minute information please refer to the relevant sections of the Toyota GB media website, media.toyota.co.uk. Updated: March 2017

INTRODUCTION

Toyota is one of the world’s best-known and most successful businesses, building cars and trucks in 28 countries for sale in more than 170 markets around the globe. Worldwide production was 10.214 million (8.974 million for Toyota and Lexus brand vehicles) in 2016.

Toyota global production in 2016 was 10.214 million vehicles. That’s the equivalent of one car coming off the production line every 3.1 seconds, every minute, every hour, every day.

A key element in Toyota’s success is its commitment to designing, engineering and building cars in the world regions where they will be sold. In Europe, this local manufacturing policy was launched in 1989 with the founding of Toyota Motor Manufacturing UK, just ahead of the opening of Toyota’s first European production centres: a car plant in Burnaston, near Derby, and an engine factory in Deeside, in North Wales.

The level of UK production has made Toyota a key player in the nation’s manufacturing industry. With the large majority of its UK output destined for export, Toyota also makes a valuable contribution to the national balance of payments. Burnaston is responsible for worldwide production of the Toyota Avensis and has the distinction of being the first Toyota factory to export cars to the company’s “home” market in Japan.

In 2004 Toyota invested a further £50 million to increase production capacity at Burnaston and in 2005 TMUK’s achievements were recognised with the Queen’s Award for International Trade.

In 2009 Toyota announced Burnaston would lead its European development of hybrid power models, tasked with building hybrid versions of the Auris hatchback, from July 2010.
In 2011 a further £100 million investment was announced for TMUK to produce Toyota's next-generation Auris hatchback and wagon – including hybrid versions of both body styles – from late 2012. As a result, TMUK added a significant number of new jobs, with further business and employment benefits experienced among its UK supplier firms. In 2016 Deeside benefited from around £7 million, including £700,000 from the Welsh government, to produce next-generation hybrid engines, to be used first in the new C-HR crossover model.

In 2017 Toyota announced £240 million would be invested in Burnaston to equip the factory to produce vehicles using Toyota New Global Architecture platform, improving the plant’s competitiveness and promoting efficiency in its UK supply chain. The investment programme included up to £21.3 million from the UK Government for training, research and development and further enhancement of the factory’s environmental performance.

Toyota (GB) PLC is the company responsible for sales, marketing, after sales and customer relations for Toyota and Lexus in the UK, employing around 400 people at a landmark headquarters building in Surrey. The sales performance in past years has consolidated the UK’s position as one of Toyota’s strongest European markets.
The Toyota success story is built on innovation, both in terms of its products and the processes by which they are made. In 1918, Sakichi Toyoda revolutionised the weaving industry with his invention of an automatic loom. The proceeds from the sale of his patent to a British firm – Platt Brothers of Oldham – provided his son Kiichiro with the finances to make a start in the developing car industry. The pioneering work practices that Sakichi had developed for his loom business were easily adapted to the new automotive operation and in 1936 the first prototype car, the Toyoda AA, was completed.

Sakichi Toyoda prepared his car manufacturing business by visiting the USA and observing Ford’s production lines. Back home he adapted that system to suit the smaller number of cars to be built in his own factory.

The following year the Toyota Motor Corporation was formed with an investment of about £300,000. The name change from Toyoda was decided by a competition; the name Toyota was favoured, in part, because it comprises eight strokes in Japanese script, considered a lucky number. Toyota had a tough time establishing itself, as the Japanese car market was dominated by American imports from Ford and General Motors. World War II also threatened to destroy the enterprise, but Toyota survived and in 1947 celebrated building its 100,000th vehicle.

In the 1950s Toyota laid the foundations for a new system of manufacturing vehicles. This was developed into the Toyota Production System, an exceptionally efficient set of principles that have been widely used and adapted within the motor industry and beyond.

At the same time as it was honing its manufacturing processes, Toyota was also looking closely at how to design and engineer more desirable and competitive products for international markets. Sales companies were set up in Taiwan and Saudi Arabia before overseas production began, albeit on a small scale, in Brazil in 1959.
In the early 1960s Toyota began exporting cars to Europe, first to Denmark. In 1965 it entered the UK market, launching the Corona saloon at the Earls Court Motor Show. The following year the original Corolla was launched, the debut of what was destined to become the world’s most successful model range with sales of more than 43 million worldwide (as of September 2016).

In 1965, the price tag on the Corona, Toyota’s first UK model, was £777. That’s the equivalent of about £12,000 in today’s money.

The Toyota Corolla was first sold in the UK in 1966.

Toyota’s interests have not been confined to the automotive sector. Beyond its original textile weaving business, the company has expanded into prefabricated housing, telecommunications, forestry and boat-building.
Its European manufacturing activities continue to grow and in 2005 production of the Aygo city car began at a new factory in the Czech Republic, a joint venture between Toyota and Groupe PSA, and an engine plant in Poland came on stream, building a new generation of diesel engines. In December 2007 Toyota opened its first factory in Russia, to build Camry and, from 2016, RAV4 models. Toyota also has a strong presence in the world’s emerging markets, with plants in Brazil, India and China.

Toyota currently has 53 overseas manufacturing companies, in 28 countries and regions worldwide. Its vehicles are sold in more than 170 countries and regions.

**TOYOTA (GB) PLC**

Toyota (GB) PLC is the national marketing and sales company for Toyota and Lexus vehicles in the UK, responsible for all sales, marketing, after sales and customer relations issues nationwide.

The company’s headquarters are at Great Burgh, a purpose-built, landmark building near Epsom, Surrey, where all principal operations are co-ordinated by a staff of more than 400 people.

Vehicle imports are received at a facility at Portbury, near Bristol, and sales are handled by a national network of around 180 Toyota and 50 Lexus retailers.

*TMUK’s Burnaston factory in Derbyshire is home to production of the Auris hatchback and touring sports, including the hybrid versions.*
UK PRODUCT RANGE

TOYOTA CARS

- Yaris
- Auris/Auris Touring Sports
- Prius
- Prius Plug-in
- GT86
- C-HR
- Mirai
- Aygo
- Verso
- Avensis/Avensis Touring Sports
- Prius+
- RAV4
- Land Cruiser
- Proace Verso

TOYOTA LIGHT COMMERCIAL VEHICLES (LCVs)

- Hilux
- Proace

LEXUS CARS

- CT 200h
- GS 300h/450h
- LS 600h
- NX 300h/200t
- GS F
- IS 200t/300h
- RX 200t/450h
- RC 200t/300h
- RC F
- LC 500/500h

Toyota UK Sales

<table>
<thead>
<tr>
<th>YEAR</th>
<th>TOYOTA</th>
<th>TOYOTA LCV</th>
<th>LEXUS</th>
<th>TOTAL SALES</th>
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<tbody>
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<td>2000</td>
<td>83,621</td>
<td>6,316</td>
<td>8,934</td>
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<td>5,774</td>
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<td>117,531</td>
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<td>122,534</td>
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<td>117,811</td>
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<td>2016</td>
<td>96,392</td>
<td>7,291</td>
<td>13,913</td>
<td>117,596</td>
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</table>

European – Global Production Training Centre
In 2005, Toyota announced a new European production training centre would be built in the UK. The £11.2 million facility was constructed in the grounds of the Burnaston plant and opened in spring 2006.

Known as E-GPC (European – Global Production Training Centre), it provides skills training in production and maintenance for up to 1,000 employees a year from Toyota manufacturing operations across Europe.

E-GPC is an extension of Toyota’s Global Production Centre, which opened in Toyota City, Japan, in 2003.

**TOYOTA (GB) PLC TIME LINE**

Toyota began importing vehicles into the UK in **1965** through an agreement with a small family firm, Pride and Clark. In **1967** the company changed its name to Toyota (GB) Ltd and in **1978** became part of the Inchcape group, a public company with international interests in a wide range of automotive businesses.

In **1998**, Toyota’s agreement with Inchcape came to an end and Toyota Motor Corporation took a 51 per cent majority shareholding in Toyota (GB) Ltd. In **1999**, the company became a Public Limited Company and in **2000** TMC took complete ownership of Toyota (GB) PLC. In 2015 and 2016 Toyota (GB) PLC was named as one of Britain’s top 100 companies to work for by the Sunday Times.
TOYOTA MOTOR MANUFACTURING UK LTD (TMUK)
The UK has the distinction of having been chosen by Toyota for the location of its first European manufacturing centres. Both the TMUK car plant at Burnaston, near Derby, and the engine factory at Deeside, in North Wales, came on stream in 1992. Toyota has continued to invest in its UK operations, spending more than £2.5 billion to date.

The first model to be built at Burnaston – and the first Toyota car to be built in Europe – was the Carina E. This was followed in 1997 by the first generation Avensis and, from 1998, hatchback versions of the Corolla. In 2007 Corolla production made way for five-door versions of Toyota’s Auris hatchback. Burnaston remains the exclusive global production centre for Avensis. In 2011 further investment of £100 million was announced for TMUK to be the exclusive manufacturing centre for Toyota’s next-generation Auris.

Burnaston has the distinction of being Toyota’s first hybrid vehicle plant in Europe, producing Auris Hybrid models since 2010.
Burnaston is one of Toyota’s global eco-factories, placing a special focus on finding new ways of using sustainable energy, eliminating waste and reducing the impact of operations on the local environment.

In May 2004, Toyota announced investment of £50 million in the Burnaston factory to boost annual production capacity. The factory is Toyota’s largest European production base in terms of both production capacity and volume.

Deeside has also enjoyed increased investment and development. Production capacity has been increased and in 2002 a new aluminium casting process was installed, enabling machined parts to be made for worldwide export to other Toyota engine factories. Subsequently investment was agreed to introduce machining and casting operations for Toyota’s 1.6-litre Valvematic petrol engine for Auris. It also manufactures the 1.8-litre VVT-i petrol engine used in the Auris Hybrid’s full hybrid powertrain. Deeside further gained £7 million, including £700,000 from the Welsh Government, in 2016 to build a new generation of hybrid engines, initially for use in the C-HR crossover model. Total investment in the plant stands at more £700 million.

In February 2007 the factory celebrated building its three millionth engine. Currently it employs more than 400 people, producing engines for the UK-built Auris, Auris Hybrid and Avensis models and engine sets for assembly in France and Turkey.

TMUK’s achievements were further honoured in 2005 with a Queen’s Award for International Trade. As well as the export value of the vehicles shipped from Burnaston to markets in Europe and Japan, the company makes a substantial net contribution to the UK’s balance of payments. In addition Toyota’s European operations spend millions of pounds a year with UK suppliers.

**Toyota’s first European-built hybrid**

In July 2009 Toyota announced a full hybrid version of Auris would be built at Burnaston. Production started in early 2010 ready for the start of sales in July. Manufactured alongside the conventional petrol and diesel-powered hatchbacks at the plant, the car uses 1.8-litre VVT-i engines produced by TMUK at Deeside.

The model was Toyota’s first hybrid – and the first hybrid production car of any kind – to be built in Europe. In 2012 it was joined by Yaris Hybrid, built at Toyota Motor Manufacturing France’s factory in Valenciennes. Subsequently in 2013, Burnaston began production of the second generation Auris Hybrid, including a new Touring Sports wagon version.

**Production in 2016**
In 2016 TMUK at Burnaston produced 180,425 vehicles: 35,751 Avensis and 144,674 Auris (including 86,228 Auris Hybrids), while Deeside assembled 239,540 fully assembled engines and 42,978 engine components.

THE EUROPEAN PROFILE

Toyota’s high-profile presence in Europe, as a designer, manufacturer and retailer of vehicles, is reflected in its strategic network of operations.

Toyota’s European head office is in Brussels, home to key activities for Toyota and Lexus across the Continent, covering the European Union and beyond. These include overseeing all manufacturing and engineering operations, marketing, sales, network development and brand management, public relations, strategic and product planning, logistics, customer services, after-sales and human resources/business administration issues.

Yaris is Toyota’s best-selling model in Europe, accounting for one in four of all vehicle sales. The current, fourth generation Yaris is built at Toyota’s production centre in Valenciennes, France.

Toyota’s investment in Europe since 1990 stands at more than €9 billion (more than £7.5 billion). Europe-wide it directly employs approximately 20,000 people.

Toyota’s holding company for the region (which extends beyond the boundaries of the European Union) is Toyota Motor Europe (TME), created in 2002. On 1 October 2005, TME merged with its two subsidiary companies, Toyota Motor Marketing Europe (TMME), which oversees marketing and sales activities, and Toyota Motor Engineering and Manufacturing Europe (TMEM), which supports Toyota’s manufacturing operations and research and development activities. Although the businesses were incorporated into TME, TMME and TMEM maintained their individual functions and operating structures.

European manufacturing
Toyota began selling vehicles in Europe in 1963. It has since established itself as one of the strongest brands in the European market and also developed a new role as a manufacturer, with production centres in seven countries.

The first Toyota vehicles to be built in Europe were manufactured under licence in Portugal from 1971. Toyota launched its own European production in the UK in 1992 and has expanded its operations with factories in France (2001), for Yaris, and Turkey (2002), where Corolla, Auris, Verso and C-HR models have been built, and a transmissions plant in Poland, in 2002.

In 2005 an engine plant in Jelcz-Laskowice in Poland came on stream, building a new generation of Toyota D-4D common rail diesel engines.

At the same time, production started at Toyota Peugeot Citroën Automobile (TPCA) in the Czech Republic, a joint venture between Toyota and the French automotive group Groupe PSA. This plant builds the Aygo, as well as city car models for the French partner manufacturers. In December 2007, production of Camry models started at Toyota’s first factory in Russia, in St Petersburg, and in 2012 production of Yaris Hybrid began at Toyota’s factory in Valenciennes, France. In 2016 Toyota made further investments in its St Petersburg plant to accommodate RAV4 production.

The expansion of Toyota's European manufacturing base is in line with the company’s philosophy of building cars local to the markets where they will be sold, ensuring that the product meets regional tastes, driving styles and environmental considerations, such as road quality and traffic levels.

**European sales**

In 2016 Toyota Motor Europe sold 928,488 vehicles (854,172 Toyota and 74,316 Lexus), which gave it 4.6 per cent share of the total new car market. The figures included 249,126 Toyota hybrids and 44,877 Lexus hybrid vehicles; the total of 294,003 hybrids was a new record for the region.

**European design centre**

Toyota established its European Design and Development Centre – ED² – in the South of France in 2000. It plays a crucial role in helping the company create cars that suit the European market in terms of style and performance.

ED² enjoyed early success with the Toyota Yaris, the first Toyota to be designed in Europe, which was named both European and Japanese Car of the Year. Since then, Auris, Avensis, Verso and Yaris have emerged from the studio, models which are central to Toyota’s European market strategy.

In 2003, Toyota announced further investment of €75 million (£64.5 million) to extend its research and development centre in Brussels, further emphasising Toyota’s commitment to designing and engineering
cars specifically for the European market. The centre was officially opened in January 2006 and in 2011 its facilities were extended with the inauguration of a new test track.

**A HISTORY OF INNOVATION**

Much of Toyota's worldwide success has been achieved through its forward-looking approach and its determination to explore new concepts and technologies. Innovation has been sought not just for the sake of science, but in order to deliver increased safety and performance and environmental benefits in Toyota's mainstream product range.

Toyota invests more than £2 billion a year in technology and development of new products, more than any other manufacturer. Furthermore, around a quarter of the research and development budget is dedicated to alternative fuel sources.

Its long-term goal is to manufacture the ultimate eco-car – one that has zero harmful impact on the environment during its complete lifecycle. It continues to make significant progress towards achieving this through the development of hybrid technology that makes use of different fuels and energy sources. These include the petrol-electric system used in Prius, the plug-in electric hybrid and the fuel cell hybrid featured in the Mirai, Toyota's first zero emissions hydrogen fuel-powered car.

**The right car, in the right place, at the right time**

Around the world, people use different types of vehicles to suit their lifestyle and their local environment. Some may only need a small car for short urban journeys, while others require a larger and more powerful vehicle to make regular long-distance trips. Concern about the environment and cutting carbon emissions cuts across these differences, which is why Toyota believes there is no single solution when it comes to creating the ultimate eco-car. With its hybrid system it has produced a low carbon technology that can be used in multiple ways to address these different demands.

Ever since vehicles began using the internal combustion engine in the late 19th century, they have largely relied on fossil fuels that produce CO₂ and contribute to global warming. While conventional engines will continue to play an important role in the short to medium term, Toyota is researching and developing alternatives such as biofuels from organic sources, electricity and, more recently, hydrogen. With this multi-path approach it aims to secure better environmental performance by providing the right car, in the right place, at the right time.

**Mapping a route to sustainable mobility**

Toyota’s technology roadmap brings together a broad range of environmental technologies for cleaner, more efficient future mobility, including hybrid, plug-in hybrid, electric battery power and fuel cell systems. Each technology moves it closer to its goal of creating the ultimate eco-car.
Its multi-award-winning Hybrid Synergy Drive hybrid power system is the core technology shared by all the different powertrains in its strategy. The fact it is modular in design means that it can easily be adapted for use in different types of vehicle. In plug-in hybrids it is largely unchanged, but uses a more powerful battery that can be recharged from an external power supply. In electric vehicles its format is simpler with no petrol engine and a more powerful electric motor. In hydrogen fuel cell hybrids the petrol engine is replaced by the fuel cell stack, to generate electricity from hydrogen fuel with no harmful tailpipe emissions.

**European hybrid vehicle production**

Toyota has long recognised the value of manufacturing vehicles local to where are they sold. This is true, too, of its hybrid models, with production plants operating in a number of countries outside Japan.

Our hybrid production facilities at Valenciennes in France and Burnaston and Deeside in the UK are two of our designated sustainable plants (link), which set global standards for environmentally efficient manufacturing. This includes reducing demand on natural resources, recycling and eliminating waste, drawing energy from sustainable and renewable sources and working in harmony with the local environment and communities.

By making hybrids locally, we further reduce their environmental impact by removing the need for long-distance shipping around the world. This helps us shrink our vehicles’ carbon footprint and supports our commitment to reducing emissions at every stage of a vehicle’s lifecycle.

In 2009 Toyota announced a full hybrid version of its Auris hatchback would be built at TMUK’s Burnaston factory, its first hybrid model to be made in Europe. In 2012 the strategy took another step forward with the introduction of Yaris Hybrid, the first full hybrid supermini, built at the Valenciennes factory in France. The Toyota C-HR crossover followed in 2016, manufactured in Turkey. Meanwhile TMUK’s Deeside engine plant produces hybrid petrol engines for both Auris and C-HR.

*Built in Britain, Auris Hybrid accounts for around half of all Auris sales in Europe.*

**Mirai and Toyota’s hydrogen fuel cell technology**

Toyota’s development of hydrogen fuel cell technology since the mid-1990s led to the successful market launch of its first fuel cell car, Mirai.
The name Mirai means “future” in Japanese, but to make the Toyota Fuel Cell System technology successful, Toyota acknowledges that it has to be made accessible and attractive to people today. Although Mirai has an extremely advanced powertrain and uses a new type of fuel, it is a regular mid-size, four-door saloon that is every bit as practical, safe and easy to drive as a conventionally powered family car. It will go as far as a similar size petrol car on a full tank of hydrogen and refuelling from empty takes around five minutes. The rewards are a quiet, smooth drive, strong performance and no tailpipe emissions other than water vapour.

Mirai was launched in Japan at the end of 2014 ahead of its introduction in limited numbers in North America and selected European markets (including the UK) during 2015. Its initial availability is linked to areas where a hydrogen fuel infrastructure is in place or under development.

**How fuel cell technology works**

The Toyota Fuel Cell System used in Mirai produces electricity from a reaction between hydrogen and oxygen. You fill up with hydrogen fuel, in the same way as you buy petrol or diesel at a filling station. The fuel is contained in high-pressure tanks and fed into a fuel cell stack, where the hydrogen and the oxygen found naturally in the air react with each other and generate electricity. As in a petrol-electric hybrid, the electricity created is stored in a battery and is boosted in voltage to drive the electric motor. Further energy is captured every time the car brakes or slows down, which contributes to even better fuel economy.

Hydrogen is not a new source of energy. It has been widely used for more than a century, but it has only recently been recognised as a viable power source for vehicles that can eliminate carbon emissions and reduce dependence on the world’s shrinking supplies of oil-based fuels. Hydrogen is all around us. In fact it is the most abundant element in the universe. We can obtain it from plentiful natural resources, including by means of renewable energy such as wind and solar power.

As well as creating no CO₂ emissions when used, hydrogen fuel also has a higher energy density than electric batteries and is easy to transport and store. These qualities also make hydrogen a potential solution for supporting energy generation from renewable sources by compensating for uneven energy distribution and fluctuations in supply.
Electric Vehicles

Toyota considers EVs to be well-suited to short, urban journeys and has developed the technology in its i-Road personal mobility concept. Its compact, slim shape and 300kg kerb weight make i-Road as nimble to handle in traffic as a scooter, but with car-like stability thanks to its two-at-the-front-one-at-the-rear wheel configuration and a clever, Toyota-engineered leaning attitude when cornering.

In 2014 i-Road began its first public trials in Tokyo and was adopted as part of the Ha:mo low carbon transport programme in Toyota City. Later that year the vehicle and the Ha:mo transport management concept were introduced as part of a pilot integrated public transport project currently under way in the French city of Grenoble.

TOYOTA ENVIRONMENTAL CHALLENGE 2050

Toyota cares about the environment, it is central to what the business is and what it does. It is committed to continually reducing its impact on the world and has consistently pioneered technologies, products and ways of working that are kinder to the environment and benefit society as a whole.

In 2015 Toyota presented its Environmental Challenge 2050, a series of six targets that cover every aspect of its business, its exploration of new products and technologies and its role as an enable for individuals and communities to learn about and improve the natural world around them.

Challenge 1: New Vehicle Zero CO₂ emissions

Our New Vehicle Zero CO₂ challenge is reduce the CO₂ emissions from our vehicles by 90 per cent by 2050, compared to the levels we had in 2010. To do this we will make our conventionally powered models more fuel-efficient and we will promote the development of next-generation vehicles with low or zero carbon emissions, including hybrid, plug-in hybrid, electric and fuel cell vehicles. Cars that use cleaner, alternative fuels can only have an impact when they are taken up by the public in large numbers, so we will work to make them widely available and encourage development of the infrastructure – filling stations and charging points, for example – needed to support their use.
Challenge 2: Life Cycle Zero CO\textsubscript{2} emissions

With our lifecycle Zero CO\textsubscript{2} Emissions Challenge we want to do more than eliminate the CO\textsubscript{2} emissions produced when we make vehicles and when our customers drive them. We want to remove carbon emissions from the manufacturing of the materials and parts we use, from our logistics activities and from the disposal and recycling methods employed when vehicles reach the end of their lifecycle. To do this we will work on more environmentally friendly designs that use lower carbon raw materials and fewer parts. We will make greater use of bio-materials from renewable sources and make our vehicles easier to dismantle and recycle.

Challenge 3: Plant zero CO\textsubscript{2} emissions

Vehicles don’t only produce CO\textsubscript{2} emissions when they are driven, they are generated by the production processes in our factories as well. To help restrain climate change, we have a strategy for achieving zero CO\textsubscript{2} emissions in our manufacturing plants, focusing on improving the technologies we use and switching to alternative power sources. We will rationalise our manufacturing processes, making them shorter so that less CO\textsubscript{2} is produced. We will make our facilities more energy-efficient and adopt renewable energy sources, such as solar and wind, and low-carbon power such as hydrogen energy.

Challenge 4: Minimising and optimising water usage

The world’s water needs are growing fast, so we need to conserve as much as we can by reducing the amount we use to make our products, and recycling as much as we can. We are beginning to collect rainwater at our manufacturing sites to reduce the amount our factories have to take from groundwater and their piped supply. We have developed purification processes so that the water we do use can be used again, or returned safely into the local supply network. As the water environment differs greatly across the world regions where we operate, we will take care to introduce measures that are sensitive to local needs.

Challenge 5: Establishing a recycling-based society and systems

Increasing populations, economic growth and the desire for a more convenient lifestyle all put growing pressure on natural resources and create more waste. We want to help build an ideal resource/recycling-based society, working in four key areas: greater use of eco-friendly materials; the use of longer-lasting parts; developing more effective and thorough recycling technologies; and using more of the materials recovered when a vehicle is disposed of to make new ones.

Challenge 6: Establishing a future society in harmony with nature

To preserve and enhance our co-existence with nature, we need to conserve our forests and other rich eco-systems. We operate projects – large and small - around the world to support our aim of “enriching lives of communities,” organising reforestation and tree planting, green urban schemes and other environmental initiatives, within our sites and in the wider world. We will use the insights we have gained to play an active part in improving environmental education and raising awareness to help build a society where people live in harmony with the natural world.
MOTORSPORT

Toyota has a rich motorsport heritage spanning almost 60 years and taking in all the world’s major competitions, from Formula 1 and Le Mans to the World Rally Championship and the Dakar cross-country race.

In 2014 it claimed the FIA World Endurance Championship manufacturers’ title with its TS040 Hybrid race car. Two of its driving squad, Anthony Davidson and Sebastien Buemi, jointly won the drivers’ championship.

In 2015 its international motorsport activities were united under the banner of Toyota Gazoo Racing, the organisation which today runs its top-level participation in the World Endurance Championship, the World Rally Championship and the annual Dakar event.

Toyota also supports teams in NASCAR racing in North America and the Japanese Super GT series, as well as grass roots competition around the world and its own programme for developing young drivers.

TOYOTA MILESTONES

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<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
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<td>1918</td>
<td>Sakichi Toyoda invents the world’s first automatic loom. The Toyota Spinning and Weaving company is founded.</td>
</tr>
<tr>
<td>1929</td>
<td>Sakichi Toyoda sells the patent for his loom to Platt Brothers of Oldham for £100,000. He hands over the proceeds to his son, Kiichiro, to develop automotive technology, establishing an automobile department within the loom works.</td>
</tr>
<tr>
<td>1936</td>
<td>Production of the first prototype car, the Toyota AA, begins.</td>
</tr>
<tr>
<td>1937</td>
<td>The Toyota Motor Corporation is founded with an initial investment of 12 million Yen (approx. £300,000).</td>
</tr>
<tr>
<td>1947</td>
<td>Toyota builds its 100,000th vehicle</td>
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<tr>
<td>1950 onwards</td>
<td>Toyota begins vehicle exports from Japan, initially to South East Asia and Latin America.</td>
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<tr>
<td>1957</td>
<td>Toyota launches its first completely Japanese designed and built passenger car, the Crown.</td>
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<td>1962</td>
<td>European exports begin, with Toyotas shipped to Denmark. Total production reaches the one million mark.</td>
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<td>1965</td>
<td>Toyota enters the UK market with the Corona. Introduced at the Earls Court Motor Show, it costs £1,000. The exclusive import rights are held by a family firm, Pride and Clark.</td>
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<td>1966</td>
<td>Toyota introduces the Corolla. It becomes the world’s best-selling model range, with nine successive Corolla generations achieving more than 29 million sales around the globe.</td>
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<td>1967</td>
<td>Pride and Clark changes its name to Toyota (GB) Ltd.</td>
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<td>1972</td>
<td>Toyota builds its 10 millionth vehicle</td>
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<td>1972</td>
<td>Ove Andersson takes Toyota into world rally competition.</td>
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<td>1973</td>
<td>Toyota establishes an overseas design centre, CALTY, at Newport Beach, California.</td>
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<td>1975</td>
<td>Toyota achieves its first World Rally Championship victory. Andersson Motorsport is renamed Toyota Team Europe (TTE).</td>
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<td>1984</td>
<td>Toyota enters an arrangement with General Motors to build cars in the USA. NUMMI (New United Motor Manufacturing Inc) is formed in Michigan.</td>
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<td>Year</td>
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<tr>
<td>1986</td>
<td>United Motor Manufacturing Inc. is founded.</td>
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<td>1986</td>
<td>Toyota’s domestic vehicle production passes 50 million.</td>
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<td>1989</td>
<td>Toyota announces its first European engine and vehicle production centres, at Deeside and Burnaston in the UK. Toyota Motor Marketing and Engineering Europe (TMME) is established.</td>
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<td>1990</td>
<td>Carlos Sainz wins the World Rally Championship, driving a Toyota Celica.</td>
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<td>1992</td>
<td>The Toyota Earth Charter is published, expressing the company’s commitment to environmental issues.</td>
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<td>1993</td>
<td>TTE is bought by Toyota Motor Corporation and renamed Toyota Motorsport GmbH.</td>
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<td>1993</td>
<td>Toyota becomes the dominant manufacturer in the World Rally Championship with Celica achieving a clean sweep in both seasons.</td>
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<td>1997</td>
<td>TMC announces it will open a factory in Valenciennes, northern France, to build the new Yaris model. Toyota launches the world’s first hybrid power production car, the Prius.</td>
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<td>1999</td>
<td>Toyota ends its World Rally Championship campaign, having achieved three manufacturers’ championships, four drivers’ championships and 43 individual rally victories. The company now focuses its efforts on Formula 1.</td>
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<td>2000</td>
<td>Yaris becomes the first Toyota model to be honoured as European Car of the Year. Domestic production passes 100 million. TMC takes full ownership of Toyota (GB) PLC. Toyota opens its ED² design centre in the South of France.</td>
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<td>2001</td>
<td>Toyota (GB) PLC (TGB) moves from Redhill to new, purpose-built headquarters near Epsom, Surrey. Toyota annual UK sales pass 100,000 for the first time. Burnaston is awarded the Sir George Earle Trophy for health and safety performance.</td>
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<td>2002</td>
<td>Panasonic Toyota Racing makes its debut in Formula 1. The Toyota FCHV becomes the world’s first pollution-free fuel cell vehicle to be available through commercial leasing. Toyota and Nissan agree to co-operate on hybrid power technology.</td>
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<td>2003</td>
<td>Burnaston begins production of the new Toyota Avensis. Toyota launches the second generation Prius, featuring a more advanced Hybrid Synergy Drive powertrain. It is the world’s cleanest family car. TGB and 11 other Toyota national sales and marketing companies in Europe become subsidiaries or affiliated companies of TMC.</td>
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<td>2004</td>
<td>TMC announces £50 million investment in Burnaston to increase production to 285,000 units a year. The second generation Toyota Prius is named the 2005 European Car of the Year. Its Hybrid Synergy Drive powertrain is awarded the 2004 International Engine of the Year title. In October, Toyota manufactures its 2.5 millionth vehicle in Europe.</td>
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<td>2005</td>
<td>The UK is announced as the site for Toyota’s European Global Production Training Centre. TMUK receives the Queen’s Award for International Trade. Record production levels are achieved at Burnaston; the UK plant also builds its two millionth vehicle. Production of the Aygo city car starts, the smallest model to be launched by Toyota in Europe. Aygo is built in a joint project with PSA Peugeot Citroën at a new production centre in Kolin, in the Czech Republic. New-generation 2.2-litre D-4D diesel engines are launched, built at Toyota’s new facility in Poland. Avensis and Verso are the first models to adopt them. New Toyota Hilux is launched in October, the sixth generation of Toyota’s legendary go-anywhere pick-up.</td>
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December brings an all-new Yaris, the second generation of Toyota’s top-selling European model. It achieves a top five-star Euro NCAP rating for occupant crash protection.

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<td>2006</td>
<td>RAV4, Europe’s most popular SUV, enters a new era with an all-new model. More flexible interior accommodation and advanced drive technology raise the benchmark in the compact SUV segment. New 148 and 175bhp 2.2-litre diesel engines are introduced in the Avensis range, the latter equipped with Toyota’s D-CAT catalyst system to achieve substantial reductions in exhaust emissions. The Hilux pick-up benefits from a revised 2.5-litre D-4D engine, increasing power and torque. A 169bhp 3.0-litre D-4D unit is announced for the range, available from early 2007. Cleaner and more powerful (94 and 118bhp) 2.5-litre D-4D engines are also introduced in the Hiace range of vans. Toyota unveils the Auris, an all-new family hatchback model to be built in the UK and Turkey.</td>
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<td>2007</td>
<td>Production of Auris begins at TMUK’s Burnaston factory, with investment in the Deeside engine plant to build new ZR 1.6-litre petrol engines for the model. UK sales started on 1 February. Deeside celebrates building its three millionth engine since production began in 1992. On 2 May a Toyota Hilux becomes the first car to reach the Magnetic North Pole, driven by Jeremy Clarkson and James May of the BBC’s Top Gear programme. A new 3.0-litre D-4D diesel engine is introduced into the Dyna, completing Toyota’s upgrading of its complete LCV powertrain range to meet Euro IV emissions standards. The Yaris range is extended to include a new flagship SR 1.8 model, powered exclusively by a new 1.8-litre Dual VVT-i petrol engine.</td>
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<td>2008</td>
<td>The Land Cruiser V8 is scheduled for UK launch in February, replacing the Land Cruiser Amazon at the top of Toyota’s 4x4 range. Toyota unveils a production-ready version of the iQ at the Geneva motor show, a new compact urban car due to go on sale early in 2009. Also revealed is the Urban Cruiser, a new compact SUV, due for European launch in 2009. At the Paris motor show in September Toyota launches Toyota Optimal Drive, a combination of new powertrain design and engineering technologies designed to improve fuel efficiency and emissions. Auris is first to benefit from the advance, with the introduction of a new 1.33-litre Dual VVT-i engine with Stop &amp; Start.</td>
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<td>2009</td>
<td>The third-generation, British built Avensis goes on sale in January, together with the all-new iQ. Urban Cruiser, a new breed of compact hatchback with all-wheel drive capability, is launched in May. Toyota Optimal Drive technology is rolled out across the model range with new Valvematic petrol engines, revised D-4D and D-CAT diesel engines and six-speed manual and automatic transmissions. In February Toyota Hilux models are driven to the South Pole, supporting an overland challenge. Also in February both new Avensis and iQ achieve the top five-star all-round safety rating in new, more stringent Euro NCAP crash testing. The new generation Prius and hybrid power Lexus RX 450h are presented at the Geneva motor show in March, prior to going on sale in the summer. In April sales start of the new generation Toyota Verso compact MPV. Toyota opens a new chapter in the development of its European manufacturing operations with the announcement a hybrid version of Auris will be built at Burnaston in the UK. The model is scheduled to go on sale during 2010. A new generation Land Cruiser is unveiled at the Frankfurt motor show and goes on sale in December. Toyota also announces a worldwide trial of a new Prius Plug-in model, with extended electric-only running capabilities.</td>
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At the Tokyo motor show Toyota presents a new FT-86 rear-wheel drive sports car concept. In November Toyota announces the end of its Formula 1 programme.

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<td>2010</td>
<td>Toyota unveils the FT-86 Sport Concept at the Detroit motor show, the company’s vision for a new front engine/rear-wheel drive compact sports car in the spirit of the AE86 Corolla of the 1980s. The production-ready Auris hybrid debuts at Geneva. Toyota announces the new model will deliver from 89g/km CO₂ emissions and 74.3mpg fuel economy. In July the British-built Auris HSD goes on sale. At the Frankfurt motor show Toyota reveals a new B-segment mini-MPV, Verso-S, ahead of sales starting in early 2011. In September global sales of Prius pass two million. Toyota reveals its RAV4 EV concept, developed in partnership with Tesla, at the Los Angeles auto show in November.</td>
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<td>2011</td>
<td>Prius v is unveiled at the Detroit motor show, with its European market counterpart, Prius+ presented at the Geneva motor show, marking the further evolution of the Prius full hybrid model range. Yaris HSD concept, Toyota’s proposition for a full hybrid supermini, makes its debut at the Geneva motor show. Its prototype EV all-electric car is also shown in Europe for the first time. Verso-S, a B-segment MPV, is launched in Europe and the UK on 1 March. In March, Toyota celebrates building its three millionth hybrid vehicle. An earthquake and tsunami devastate north eastern Japan on 11 March. The disaster has a major impact on Toyota’s supply chain, leading to reduced production levels at its domestic and overseas factories. Toyota’s Burnaston factory strengthens its environmental performance with the switch-on in July of one of British industry’s largest solar energy farms. In November, the all-new third generation Yaris is launched. Toyota announces Burnaston will become the production centre for its next-generation compact hatchback model. Toyota presents the FCV-R, a hydrogen-powered family car concept at the Tokyo motor show.</td>
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<td>2012</td>
<td>The Toyota FT-Bh concept is displayed at the Geneva motor show, a high-efficiency hybrid created using affordable and available technologies and manufacturing methods. Toyota announces a return to international sports car racing with the Toyota TS030 Hybrid, competing in the World Endurance Championship and the Le Mans 24 Hours. Toyota undertakes a complete revision of its compact/family car models, unveiling the second generation Auris, new Auris Touring Sports estate car and a substantially upgraded Verso compact MPV at the Paris motor show. New model introductions in 2012 include the seven-seat Prius+ MPV, Prius Plug-in hybrid, the Yaris Hybrid, the GT86 sports coupe, a comprehensively revised Verso MPV and the fourth generation Lexus GS.</td>
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<td>2013</td>
<td>At the Geneva motor show in March Toyota revealed its FT-86 Open concept car, a study for a possible convertible version of its GT86 coupe. In the spring Toyota introduced an all-new, fourth generation RAV4 compact SUV. The British-built Auris Touring Sports, the first estate car version of Auris, joined the growing model range in July, as did the new Proace light duty van.</td>
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<td>2014</td>
<td>Toyota opened the year by stealing the show at Detroit with its FT-1 sports coupe concept. Three months later it took the wraps off the new, second generation Aygo at the Geneva motor show, ahead of the car going on sale in the summer. March also saw the arrival of a new 1.6 D-4D engine, sourced from the BMW Group but extensively re-engineered by Toyota. The new unit made its debut in the 2014 Verso. The i-Road electric</td>
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personal mobility vehicle was adopted as part of an integrated public transport trial project in Grenoble, France. In November Toyota reveals the production-ready version of its first hydrogen fuel cell car, Mirai, and confirms public sales will be launched in Japan North America and Europe in 2015. In 2014 Toyota wins the FIA World Endurance Championship manufacturers’ title, with its drivers Anthony Davidson and Sébastien Buemi jointly taking the drivers’ title.

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<td>2015</td>
<td>In January Toyota announced its intention to return to the World Rally Championship after 17 years away from the sport’s top level, competing with a new Yaris WRC competition car. Safety was the focus in February with the announcement of Toyota Safety Sense, a package of different active safety systems that will be rolled out across the model range, starting with the new Auris and Avensis. In March Toyota became a partner in the mobility category for The Olympic Programme, a sponsorship agreement that will run until 2024. Later in the year a similar worldwide agreement was reached with the International Paralympic Committee. In the same month Toyota updated progress on its commitment to making ever-better cars, revealing the Toyota New Global Architecture as the basis for new powertrain components and vehicle platforms. In June Toyota’s Burnaston factory achieved the unprecedented feat of simultaneously starting production of the new Auris and Avensis models. This provided a positive lead-up to celebrations for Toyota’s 50th anniversary in the UK in July. The summer brought the introduction of a new 2.8-litre turbodiesel engine in a revised Land Cruiser line-up, prior to the debuts of the new Prius and RAV4 at the Frankfurt motor show in September. The first UK customers for the Toyota Mirai, the world’s first production hydrogen fuel cell saloon, took delivery of their vehicles in October. At the same time, Toyota began the first road testing of its automated driving technology in Japan. The company further advanced its future technology programme with investment in a new business, Toyota Research Inc (TRI), focusing on artificial intelligence and robotics. In October Toyota revealed ambitious new environmental targets in its Environmental Challenge 2050.</td>
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<td>2016</td>
<td>In February Toyota announces that new hybrid petrol engines will be built at TMUK Deeside for use in the new C-HR crossover. The production-ready C-HR makes its first appearance at the Geneva motor show in March, together the new Hilux pick-up and Proace Verso large MPV. Across the Atlantic Prius Plug-in has its world debut in New York. Further expansion of Toyota’s European manufacturing sees investment in the St Petersburg factory in Russia to start production of RAV4, in addition to the Camry saloon, while €150 million is committed to hybrid transaxle and petrol engine production in Poland. The second generation Proace medium duty van is shown for the first time, at the Commercial Vehicle Show in the UK. September brings the 50th anniversary of the Toyota Corolla, the world’s best-selling model, still in production around the world. Toyota and Suzuki announce plans to work in partnership on environmental, safety and IT research projects. UK Toyota production passes four million units in November. Toyota ends the year with the announcement of new generation engines and transmissions built according to Toyota New Global Architecture principles.</td>
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Note: for more details and key events in the history of the Lexus brand, please refer to the separate document, Lexus in the UK.
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