



Toyota Motor Sales, USA

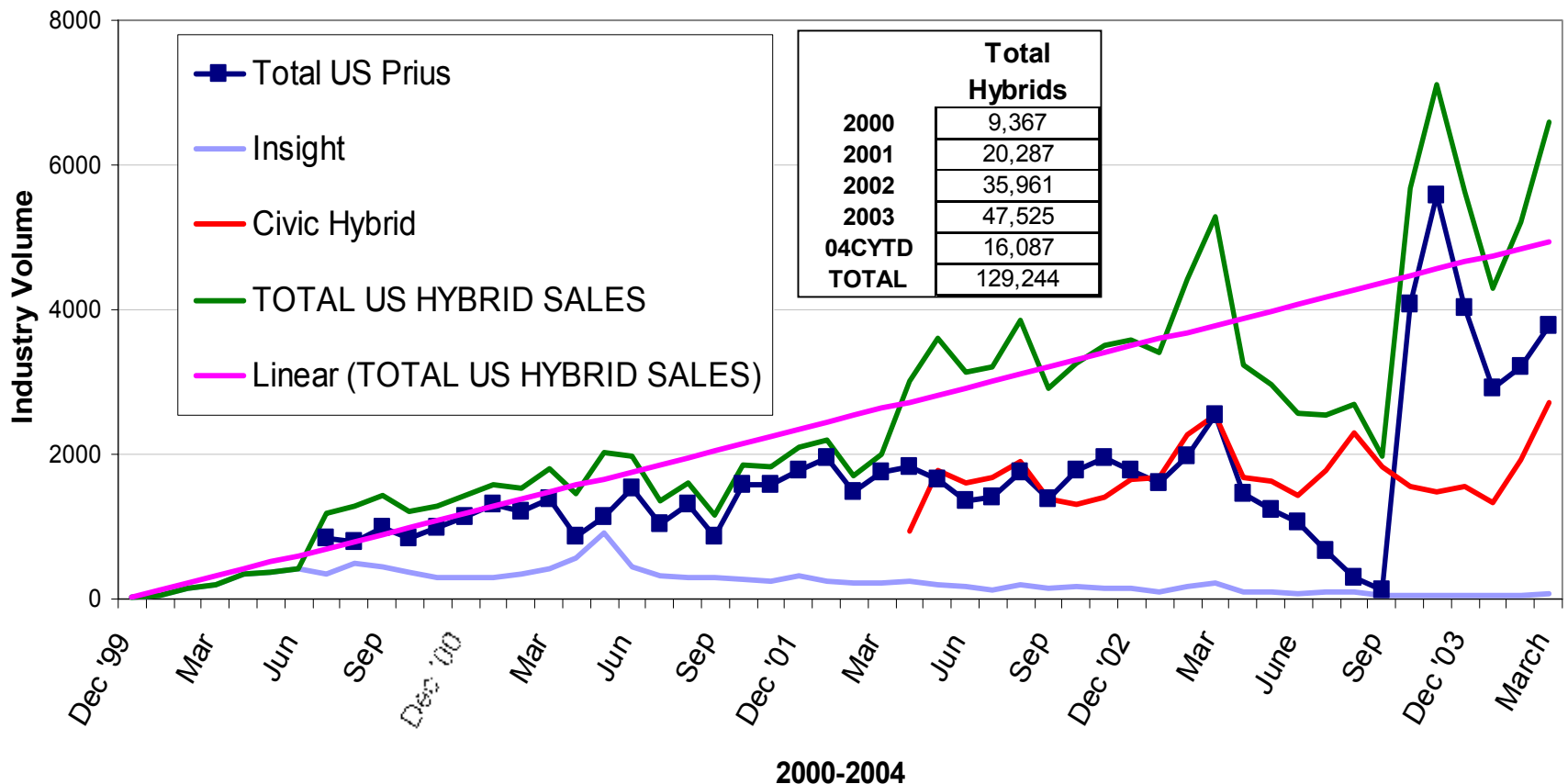
Paul Daverio

Advanced Technology Vehicle Marketing

Clean Cities:
Light Duty Product Rollout

Hybrid annual sales have increased >500% since Prius was introduced in U.S. in 2000

US Hybrid Sales History

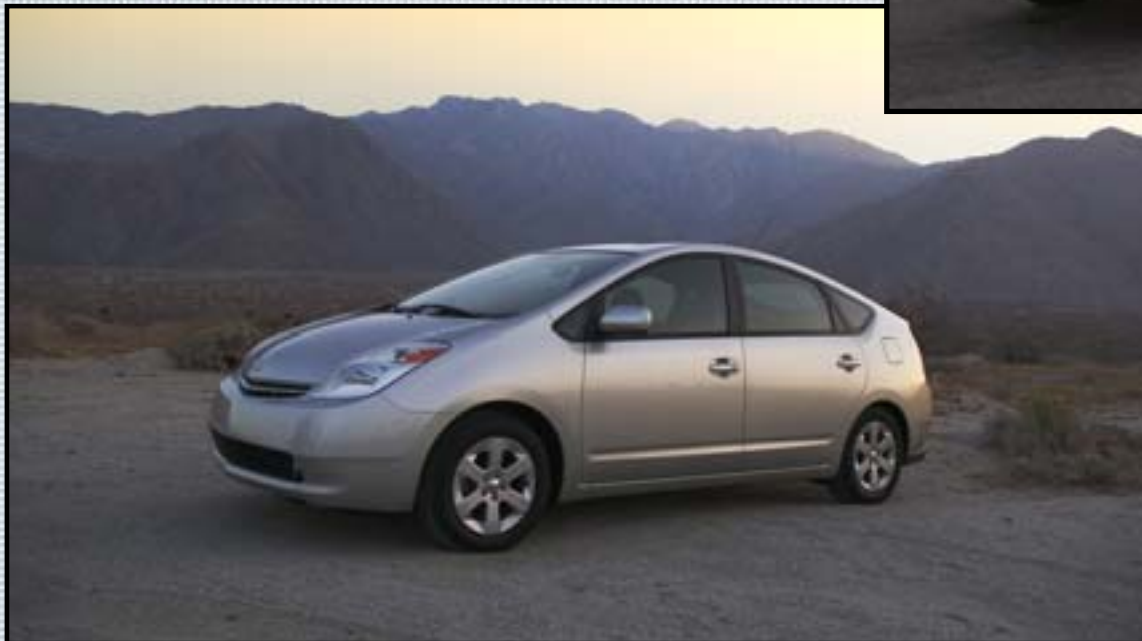


“Manufacturers are preparing to introduce a **dozen new hybrid electric models over the next two years**, and hybrid sales are expected to exceed **177,000 by 2005**.

A total of **28 models** – 18 truck and 10 car models –are expected to offer hybrid powertrain options in 2008.”

– J.D. Powers

PRIUS



PRIUS  NOW.



***Breakthrough technology
delivering "More with Less"***



PRIUS  NOW.



- More power & performance with less fuel & emissions
- Variations will be used in other platforms
- Prius is the first Toyota model



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Product Improvements

Key Selling Points	Previous Generation	Next Generation
<i>Bigger</i>	Compact sedan	Midsize
<i>Faster</i>	0-60: 12.5	0-60: 10.1
<i>More Efficient</i>	48 MPG	55 MPG
<i>Cleaner</i>	SULEV	AT-PZEV



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Styling

- Advanced, aerodynamic exterior (0.26 Cd)
- Innovative interior with hi-tech flavor
- Vastly improved functionality
 - Midsize platform
 - 5-door “liftback” design
 - 60:40 split fold down rear seats, under-deck rear storage compartment



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steering wheel controls



shift-by-wire gear shift



push-button start





Standard Specifications

- Push button start
- 7" Multi-information touch screen
- Shift by-wire
- Electric A/C
- AM/FM/CD
- Steering wheel controls for Audio and Climate Control
- 60:40 split rear seat w/rear deck storage
- Heated side mirrors
- Cruise control
- Power locks and windows
- Keyless Entry
- Engine Immobilizer
- Driver and passenger airbags
- Traction Control
- ABS with electronic Brake-force Distribution and Brake Assist
- 3-year Complimentary Roadside Assistance
- 8 years/100,000 mile hybrid-related warranty, including HEV battery



Optional Features

- Smart Key System
- JBL premium audio upgrade w/6-disc changer
- Voice-activated navigation w/Bluetooth hands free cell phone use
- Driver & passenger side & curtain airbags
- High intensity discharge lamps w/auto leveling
- Vehicle Stability Control
- Auto-dimming mirror with HomeLink transceiver

Prius Accolades



*Popular Science Magazine
"Best of What's New"*

*Car & Driver Magazine
"10 Best List"*



*Automobile Magazine
"All Star Design of the Year"*



*North American
Car of the Year*



*Fortune Magazine
"25 Best Products of the Year"*



2005 Highlander Hybrid



2005 Highlander Hybrid

- 2nd Toyota with Hybrid Synergy Drive
- V6 engine with more powerful motor
- Continuously Variable Transmission (CVT)
- 270 system horsepower
- Available 4WD-i with front & rear motors



- 0 – 60 mph < 8 sec.
- >600 miles on full tank of gas
- Best mid-size SUV fuel economy
- SULEV rating



2005 Highlander Hybrid

- World's first 7-passenger, mid-size SUV
- Standard Features:
 - third row seating
 - side & curtain airbags
 - LED rear lamps
 - multi-information display screen
 - Vehicle Dynamic Management (enhanced VSC)
 - leather (Limited)
 - JBL 8-speaker premium audio w/6-disc changer (Limited)
- Available Options:
 - navigation, sunroof, fog lamps



2005 Highlander Hybrid

- On Sale: first quarter 2005
- Sales Plan: >20K
- Pricing TBD
- Availability: Very strong initial demand with availability improving later



What's Coming? ... Volume!



Lexus RX 400h



Toyota Volta Concept



Toyota FTX Concept



Toyota Fine S Concept



Toyota CS&S Concept



Toyota Fine N Concept



Toyota MTRC Concept



The Beginning.