

Focus on the Driver

PHEV09 - OEM Perspectives
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\$1,000,000 per hour



- Fuel efficiency gains
- World's largest, most proven hybrid fleet
- Future tech (fuel cells, Intelligent Transport)
 - PHEVs & EVs

 **TOYOTA**
make things better

Plug-In Prius Pilot

- 2nd Generation Prius
- Europe, Japan, United States



Plug-In Prius Program

- 3rd Generation Prius
- Lithium-Ion Battery
- New power management systems
- Approx 20 KM range in EV mode



Real World Trials in 2010

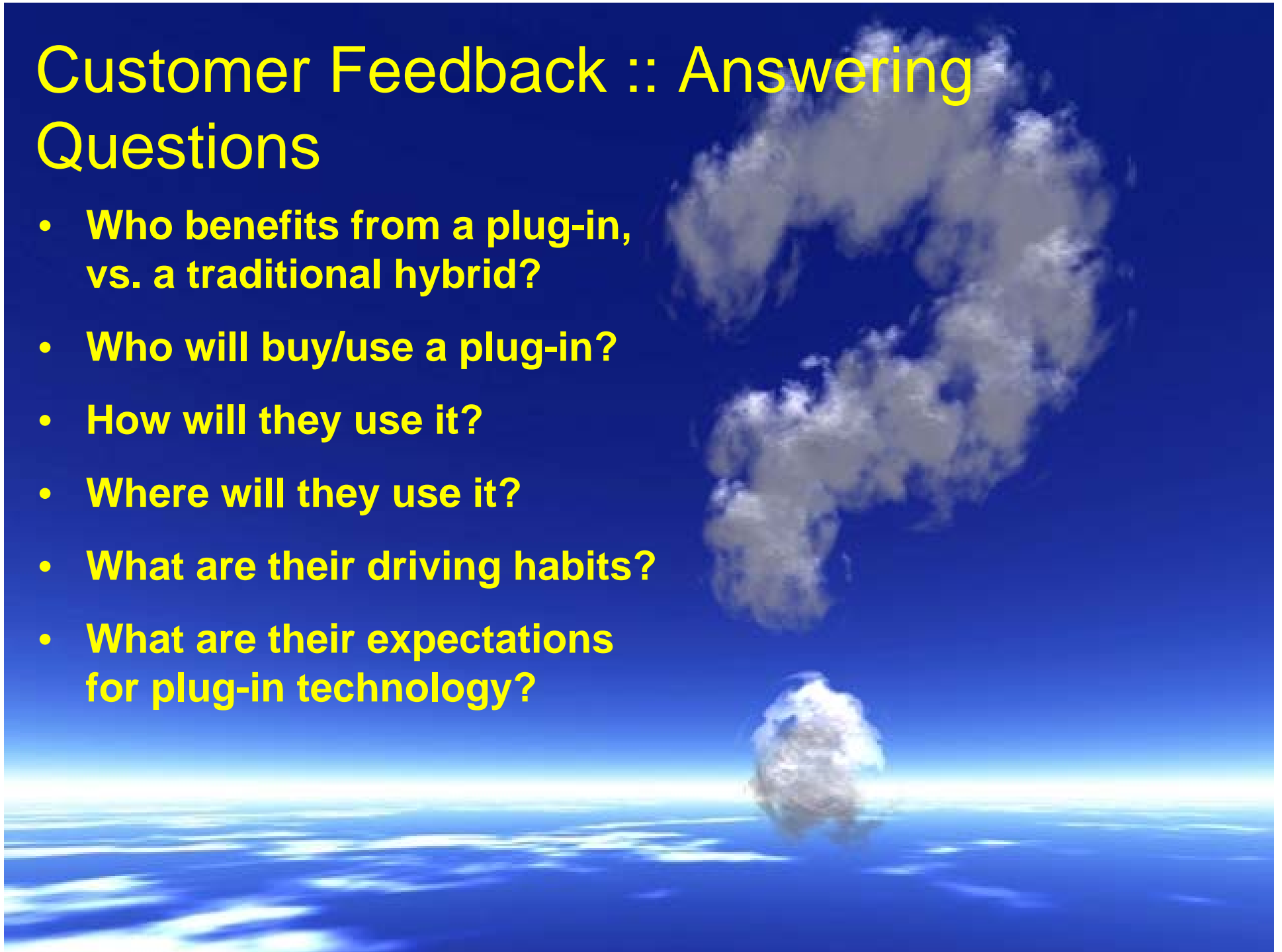


- 500 vehicles
- Working to secure models for Canada



Customer Feedback :: Answering Questions

- **Who benefits from a plug-in, vs. a traditional hybrid?**
- **Who will buy/use a plug-in?**
- **How will they use it?**
- **Where will they use it?**
- **What are their driving habits?**
- **What are their expectations for plug-in technology?**



Hybrid Education



Meet the Prius
cross-Canada tour



Prius owners info session
Canadian International
Auto Show, Feb 2009



From "no" to "yes"



With PHEVs, for the first time,
we will be telling drivers,
"yes, you do need to plug it in".

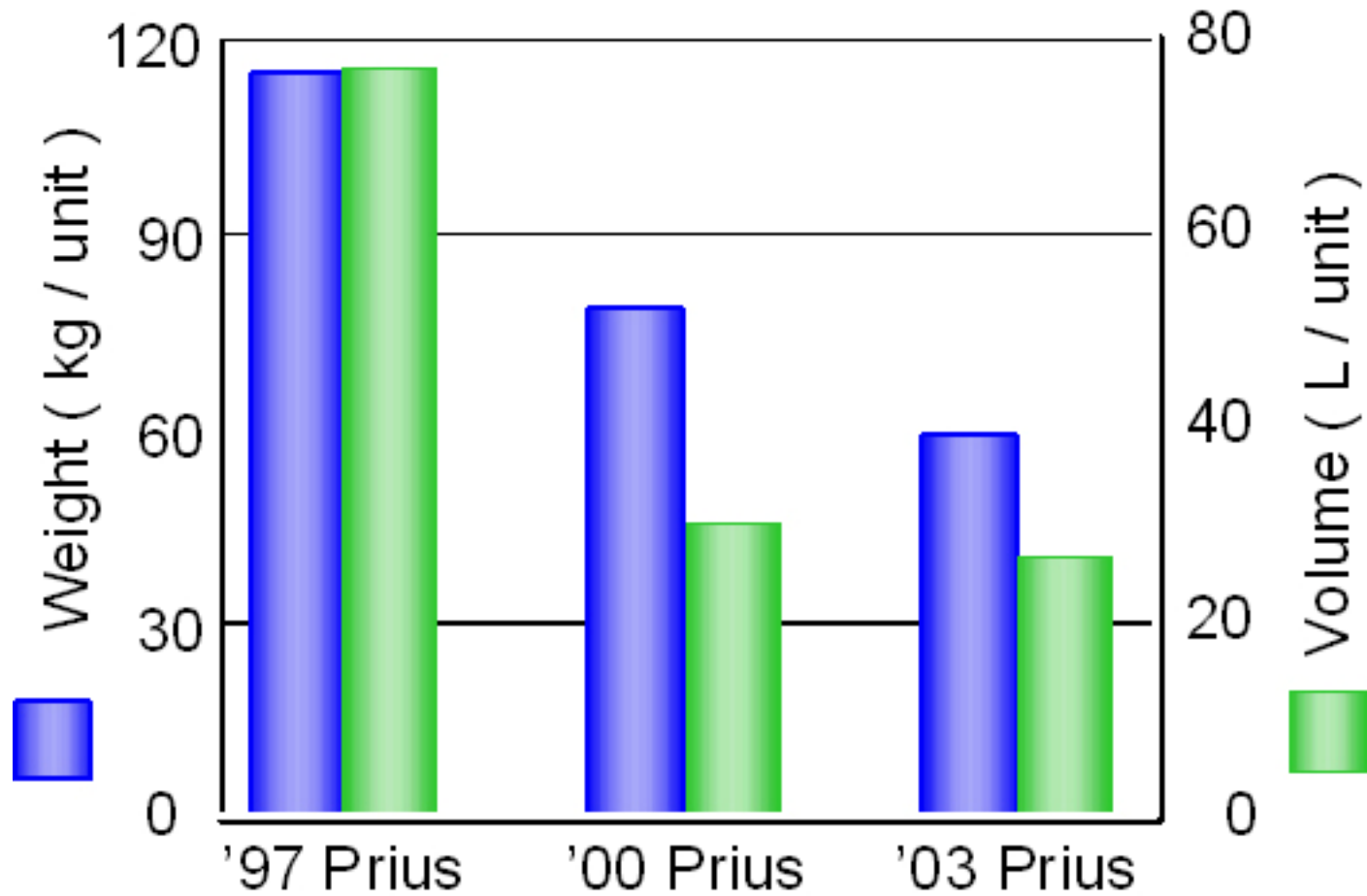


Balancing Range, Weight, Cost

- Most daily car trips are within a 20 KM range
- Issues with larger batteries:
 - Weight (affecting Fuel Efficiency)
 - Cost (affecting Customer Adoption)



Toyota's Progress on Batteries



Results Trump Methods

- **It's about emissions**
- **Regulations need to reflect that**

Policy Objectives

- Regulatory frameworks that focus on emissions reduction, not technology
- Frameworks based on emissions reduced across energy chain ("from well to wheel")
- Incentives to encourage drivers to try vehicles based on new, lower-emissions technologies



Avoid Trying To Pick Technology Winners

- Incentives based on policy objectives



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