



Toyota will produce world's first hybrid flex vehicle in Brazil

- *Vehicle is the only one in the world equipped with an electric motor and one with flexfuel technology, whose development was supported directly by the team of engineers from Toyota Brazil*
- *The project has a partnership with UNICA and is part of a program to support universities such as USP and UnB, allowing the use of the combination of an electric motor and a combustion one using Brazilian ethanol and all the benefits of sugarcane production*
- *Initiative meets the Rota 2030 Program, sanctioned by the federal government and aims, among other policies, to stimulate more efficient automobiles*

Toyota Brazil announces the production of the world's first hybrid vehicle equipped with flexfuel internal combustion engine, capable of running on gasoline or Brazilian ethanol in any proportion and electricity.

The work put the engineering teams of Toyota Motor Corporation in Japan and Toyota Brazil side by side and was directed towards extracting the maximum potential of each solution: high efficiency, very low emission levels and reabsorption capacity of impacts of carbon gas, when using from a 100% renewable source fuel.

"Toyota's history is characterized by great courage in the face of new challenges and in its relentless pursuit of innovative and technological solutions. It was so with the launch of the Prius in 1997, and so it is now with the confirmation of the production of this car that will be the cleanest hybrid in the world. This is a milestone, not only for Toyota Brazil, but for the entire national industry and I am very proud of our Brazilian engineers, who worked together with our team in Japan to offer this ethanol solution for our Brazilian customers", says Steve St. Angelo, CEO of Toyota for Latin America and the Caribbean and Chairman of Toyota of Brazil, Argentina and Venezuela.

The model's production, scheduled at the end of 2019, is further evidence of Toyota's commitment to the development of Brazil and is in line with the recently approved Rota 2030 Program, which provides predictability for companies to invest in the long term in the country and establishes, among other measures, new policies to stimulate more efficient vehicles.

Studies carried out by Toyota Brazil point out that the flex hybrid has one of the highest compensation and reabsorption potentials in the CO₂ emission generated since the beginning of the cycle of use of ethanol extracted from sugarcane, through the availability of fuel pumps and its burning in the combustion process of the car. When fueled with ethanol alone (E100), the results were even more promising.

Tests with flex hybrid prototype

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Since March this year, Toyota has conducted a number of testing trials with a hybrid flex prototype in Brazil built on the platform of a Prius model, currently the only Toyota hybrid sold in Brazil.

The idea was to test the durability of the car on various types of roads to evaluate the engine-transmission assembly when fueled with ethanol.

During these months, a series of data related to the performance and behavior of the car were collected, which contributed in the search for the ideal balance of the whole set.

"This is a work that has involved many agents, such as government, entities, suppliers, dealers and, of course, our employees, who work unceasingly under the philosophy of continuous improvement. In addition, it highlights Brazil in the world scenario of alternatives to electro mobility, as producer of one of the cleanest cars in the world, in line with the Rota 2030 Program", says Rafael Chang, president of Toyota Brazil.

Commitment to the environment

Part of Toyota's commitment to investing in continuous improvement, always underscoring the importance of caring for our planet, was the release of the 2050 Global Environmental Challenge. Corporate vision, announced by Toyota Motor Corporation in 2015, comprises six sustainability challenges. Among them, reducing the negative impacts caused by cars to the environment to the nearest possible to zero, generating several benefits for the environment and the community.

The 2050 Global Environmental Challenge aims to neutralize CO₂ emissions by mid-century in new vehicles, product lifecycles, and Toyota industrial units around the world. Other missions are to reduce water consumption, encourage recycling and establish a society that is in harmony and preserves nature.

In Brazil, the projects of social responsibility, environmental preservation and citizen training are managed by the Toyota Brazil Foundation, the social arm of the automaker, created in April 2009.

Nationally, the foundation sponsors the Toyota APA Corals Coastal Project, aiming to the preservation of coral reefs and ecosystems associated with the marine manatee in an area of 406 thousand hectares in the states of Alagoas and Pernambuco. In the Pantanal area, the support of almost three decades to the Arara Azul Project in the activities of protection and monitoring of the species withdrew, in 2014, the bird of the List of Species of the Brazilian Fauna Threatened of Extinction. Most recently, the entity promotes the Águas da Mantiqueira project, a biodiversity conservation initiative in the municipalities of Serra da Mantiqueira, in the São Paulo State countryside.

Locally, the entity also aggregates social actions implemented and maintained in the communities where the company has units, such as Indaiatuba (SP), Guaíba (RS), Porto Feliz (SP), Sorocaba (SP) and São Bernardo do Campo (SP). The initiatives include the



areas of education, environment and culture, and count on the support of the company's employees as volunteers.

Para acessar este press release, bem como todo o material de imprensa da Toyota do Brasil, como fotos e vídeos, visite www.toyotaimpresa.com.br.

A Toyota do Brasil Ltda. conta com quatro unidades produtivas: uma em Indaiatuba (SP), São Bernardo do Campo (SP) e Sorocaba (SP) e Porto Feliz (SP), três centros de distribuição de veículos em Guaíba (RS), Vitória (ES) e Suape (PE), um centro de distribuição de peças em Votorantim (SP) e um escritório de representação em Brasília (DF), e mais de 7.000 colaboradores. Fundada em 1937, a Toyota Motor Corporation (TMC) é uma das fabricantes de veículos para passageiros e comerciais mais representativas do mundo. Com produção em 28 países e regiões e vendas em mais de 160 países, a empresa é detentora das marcas Toyota, Lexus, Daihatsu e Hino. A Toyota possui ações nas Bolsas de Valores de Tóquio, Nagoya, Osaka, Fukuoka e Sapporo (Japão), Nova Iorque (EUA) e Londres (Reino Unido) e emprega atualmente mais de 325.000 colaboradores em todo o mundo. Mais informações podem ser obtidas nos sites www.toyota.co.jp e www.toyota.com.br ou www.facebook.com.br/toyotadobrasil.

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