

Message from President Toyoda

I would like to express my sincere gratitude to all Toyota employees for your proactive efforts to realise a sustainable environment through 'Ever-better cars' and 'Enriching the Lives of Communities'.

The 'Toyota Global Environment Month' we implement every June began in 1973. For over four decades, we have been sharing our passion for the environment and investing such passion to realise 'Creating ever-better cars'.

Toyota has always stepped up to the plate to address environmental issues in a constructive manner. That attitude is symbolised by our Prius and the Mirai. The Prius, the world-first mass market hybrid vehicle, has become the first model to use a 'TNGA' platform and evolved into a completely new model last December. Our first commercially sold fuel cell vehicle, the Mirai, has pioneered the way towards realisation of hydrogen society.

However, when looking at our planet, we see that environmental issues are wide spread, becoming worse and our beautiful, diversified environment is being lost at a speed far faster than we can implement changes. At the COP21 held last year, participants reached an agreement that nations are to unite and continuously strengthen climate adaptation measures.

Under such circumstances, we have recognised the necessity of tackling new and higher challenges for 20 and 30 years ahead, and thus, announced the 'Toyota Environmental Challenge 2050'. We established 6 new challenges Toyota should complete by 2050 such as 'New Vehicle CO2 Zero Challenge'. We need to work to find solutions to these challenges. Our success relies on our positive attitude to take these challenges as our own responsibility and make a full commitment through our work; not by considering these as a set of goals we will eventually reach somehow, someday.

We must complete the Toyota Environmental Challenge 2050 at all costs for our vehicles to always be beloved by our customers.

We should therefore take this year's 'Toyota Global Environment Month' as an opportunity for us all to share our passion for the environment. This way we can work together to make further improvements, even if new issues arise along the way.

With a challenging spirit that we have inherited from our predecessors, let us all bravely 'step up to the plate' together at our workplace to be rewarded with a smile in the future!

Akio Toyoda