

# Celebrate



# Toyota reboots Prius

**T**oyota's Prius helped pioneer the modern landscape for hybrid technologies, and now the company has given the flagship vehicle a massive overhaul.

## THE TECH

The new, fourth generation Prius should improve fuel economy and make the world a brighter place thanks to some ambitious tech upgrades.

The 2016 edition features smaller, lighter hybrid system components, higher energy density in the batteries, and an internal combustion engine with ground-breaking thermal efficiency of more than 40 percent. The company believes this redesign will contribute to a significant advancement in fuel economy.

With an expected 10 percent improvement in EPA estimated mileage on core models, Toyota says Prius should offer the best-in-class fuel economy among hybrids. An upcoming Eco model should achieve an even greater improvement, strengthening Toyota's leadership in hybrid fuel efficiency.

The 2016 Prius also is the first global vehicle to implement Toyota's New Global Architecture (TNGA). This new process is intended to greatly improve core vehicle performance and enhance product appeal through an integrated development program for powertrain components and vehicle platforms.



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## 'FUN-TO-DRIVE DYNAMICS'

It's not just the technology under the hood that received an update. Toyota also focused on the emotional aspects of the new Prius, with enhanced design elements inside and out.

"Prius set the global benchmark for hybrids but now is breaking its own boundaries with more engaging style and

fun-to-drive dynamics," said Bill Fay, group vice president and general manager, Toyota Division. "What was once a rational purchase that for many customers focused on fuel economy is now so much more. This Prius will invite new drivers into the category by delivering an impressive look and feel, built on the foundation of safety and eco-consciousness that define

the vehicle's heritage."

## A SAFER RIDE

The unified design approach also provides a more rigid structural framework to help enhance occupant protection in the event of a collision. The high-strength upper body is designed to distribute frontal collision impact energy. Plus, the Prius will be among the first U.S. models to

offer Toyota Safety Sense (TSS), a new multi-feature advanced safety package led by automated pre-collision braking.

TSS includes safety technologies such as a pre-collision system with pedestrian detection, lane departure alert with steering assist, full-speed dynamic radar cruise control and automatic high beams.



# The history of Toyota

**T**hough it was founded in Japan, Toyota has since grown into a global corporation.

The founding of Toyota dates back to the early 1920s, when Sakichi Toyoda invented the Toyoda Model G Automatic Loom.

That product proved a success, and in 1929, the patent for the automatic loom was sold to generate start-up capital for automobile development.

The company first established its Automobile Department of Toyoda Automatic Loom Works, Ltd. Operations kicked off in 1935, and an early version of the company's iconic logo was first introduced in 1936.

## MILESTONE MOMENTS

By 1947, the company's 100,000th vehicle rolled off the assembly line, as the company was producing a popular line of BM trucks, SB small trucks and SA compact passenger cars.

For the sale of its small-sized vehicles, the company adopted the name Toyopet in the late 1940s, and it was used in some markets until the mid-1960's.

The name was born as a nickname for a small vehicle in the company's catalog and came about as part of a naming contest the company organized in 1947.

## COMING TO AMERICA

The company entered the American market in 1957 with the Crown, and the Toyopet name proved



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unpopular, so it was quickly scrapped in the United States. At that point, the Toyota name was directly reintroduced and has remained ever since.

Toyota, along with several other foreign automakers, increased its U.S. manufacturing operations in the 1960s in response to higher tariffs, which eventually led to the company

growing into a major force in the U.S. market.

## THE MODERN-DAY

By the late 1980s, the company started expanding its lineup in a major way, with the introduction of the luxury division Lexus in 1989.

In the 1990's, the company contin-

ued to diversify its lineup, with more compact cars, larger pickup trucks and SUVs. The 1990s also saw the introduction of the Prius and Scion brands.

Today, with over 40 million sold, the Corolla has become one of the most popular and best-selling cars on the planet.



# A hybrid pioneer

**T**oyota was among the first auto manufacturers to introduce environmentally-friendly hybrid technology and remains a leader in the marketplace.

The company was the first auto manufacturer to mass produce a hybrid car, entering the market in 1997 with the Toyota Prius.

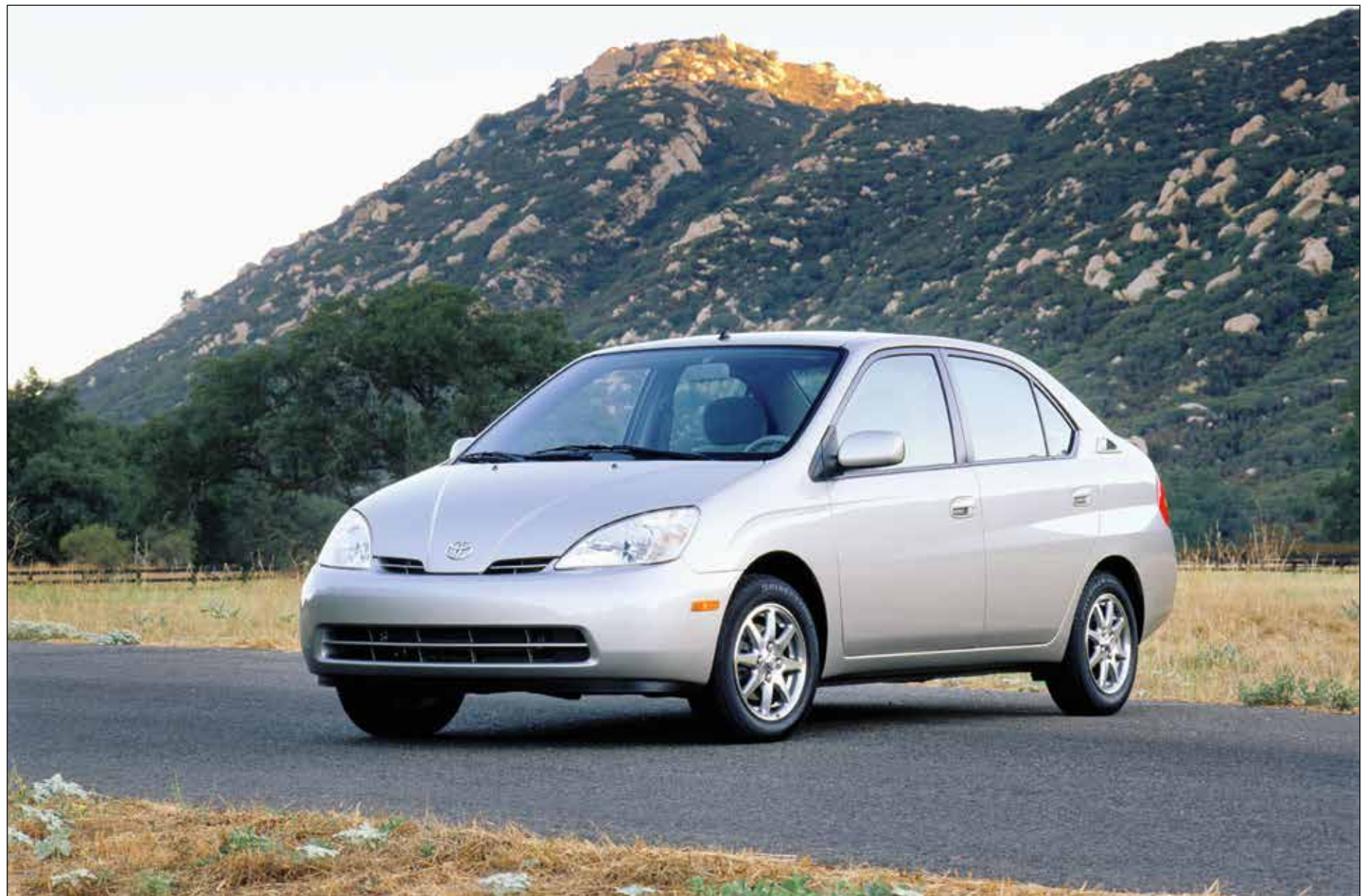
While reminiscing about the company's first experiments with the Prius, Toyota Chairman Takeshi Uchiyamada noted the R&D team couldn't get the first Prius prototype to move for 49 days.

"We had no idea what was wrong, so we worked late every night trying to figure it out," he said in a release. "We finally got it to move around Christmas time, but it only went 500 meters!"

Toyota has since expanded hybrid technology into many of its major lines, though the Prius remains a flagship product in the hybrid space. The company now sells a total of 30 hybrid models across the Toyota and Lexus brands in more than 90 countries. But Toyota isn't content to stop there, with a handful of additional hybrid models in the works for popular vehicles such as the RAV4 and Corolla.

Sales have been steadily on the rise, as Toyota celebrated its 8 millionth hybrid in July 2015.

So what do all those hybrid vehicles mean for the environment? Toyota calculates



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that as of July 31, its hybrid vehicles have resulted in approximately 58 million fewer tons of CO2 emissions than would have been emitted by gasoline-powered vehicles of similar size and driving per-

formance. The company also estimates that its hybrid vehicles have saved approximately 22 million kiloliters of gasoline compared to the amount used by gasoline-powered vehicles of similar sizes.

Toyota is aiming to use hybrid technology to leverage the company as a leader in environmental technologies for the 21st century. Using these advances, Toyota also is working on improving

non-hybrid cars.

Across the board, Toyota aims to enhance performance, reduce costs and expand its product lineup, including that of non-hybrid vehicles.



# Becoming more American



**T**oyota has become very much an America company in the past few decades. In addition to being one of the most popular car manufacturers in the U.S., Toyota now manufactures many of its vehicles here.

During the company's growth in the U.S., it surpassed Volkswagen to become the No. 1 import brand in the United States in 1975. Just three years later, Toyota won the Import Triple Crown by leading all import brands in sales of cars, trucks and total vehicles.

## **FIRST BIG STEPS**

After celebrating the company's 25th anniversary in the United States in 1982, Toyota expanded and opened a new national sales headquarters complex that is still in operation today in Torrance, Calif.

Just a few years later, in 1986, Toyota became the first import automaker to sell more than 1 million vehicles in America in just one year — and the company rode that momentum to build its first U.S. plant and manufacture its first car on U.S. soil. The vehicle, a white Corolla FX16, was produced on Oct. 7, 1986, at the New United Motor Manufacturing, Inc. plant, a joint venture with General Motors.

## **GIVING BACK**

Around that same time, the company sought to ensure its new role as an American auto manufacturer would come with a positive influence on the communities the company now calls home. To commemorate the company's 30th anniversary in America in 1987, Toyota established the Toyota USA Foundation with a \$10 million endowment and a mission to make Toyota a leading corporate citizen. The Foundation's efforts have grown substantially in the decades since.

## **14 PLANTS AND GROWING**

Toyota continued its strong growth through the 1990s, reaching a watershed moment in 1997 when the Toyota Camry first earned the title of No.1-selling passenger car in America.

In the years since the first U.S. plant was opened, Toyota's U.S. footprint has grown to include 14 plants across North America, including facilities in the states of California, Kentucky, Indiana, West Virginia, Alabama, Tennessee, Texas, Missouri and Mississippi.

More recently, Cars.com ranked the Camry and Sienna as two of the Top 5 "Most American" cars you can buy in 2014, according to a rubric for American-made cars.



# A Toyota rarity: The 2000GT

**S**ure, Toyota has created some of the most popular cars on the planet, but the auto manufacturer has also created some of the rarest and most sought-after vehicles ever conceived. Among the top of the list: the 2000GT.

The stunning, coupé grand tourer sports car was designed as part of a collaboration between Toyota and Yamaha. It was first revealed at the Tokyo Motor Show in 1965 and manufactured between 1967 and 1970. During that period, just 351 2000GTs were produced. At the time, it was one of the most luxurious cars ever created by Toyota.

## 'EXCITING AND ENJOYABLE'

Road & Track magazine called the 2000GT "one of the most exciting and enjoyable cars we've driven," comparing it to the Porsche 911. Due to its unique design flourishes and the small total number of vehicles made, the 2000GT is largely considered to be the first truly collectible Japanese car.

The cars were mostly relegated to Japan, though approximately 60 made it to the United States. The car originally retailed for approximately \$6,800, and surviving models now sell at auction for as much as \$1.2 million.

## JAMES BOND CONNECTION

If the rare car looks strangely familiar, there's a good reason: It was featured in the 1967 James Bond film "You Only



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Live Twice," with two one-off topless models made specially for the film, reportedly because Sean Connery was too tall at 6-foot-2. Despite the changes, the car was mostly driven by the female character Aki (Akiko Wakabayashi) in the film. No

convertible model was ever offered for public purchase.

The car holds a storied place in the history of 007 sports cars, as current Bond actor Daniel Craig voted the Toyota 2000GT his favorite Bond car of all time.

## RACING MODEL

Toyota decided to show off the 2000GT's blazing speed by entering the car in some Japanese races to see how it fared against the competition.

The 2000GT placed third in the 1966 Japanese Grand Prix,

and won the Fuji 24-Hour Race in 1967.

The car also managed to set several FIA records for speed and endurance in a 72-hour test at the time. The record car was, unfortunately, destroyed in an accident.



# Toyota backs STEM learning

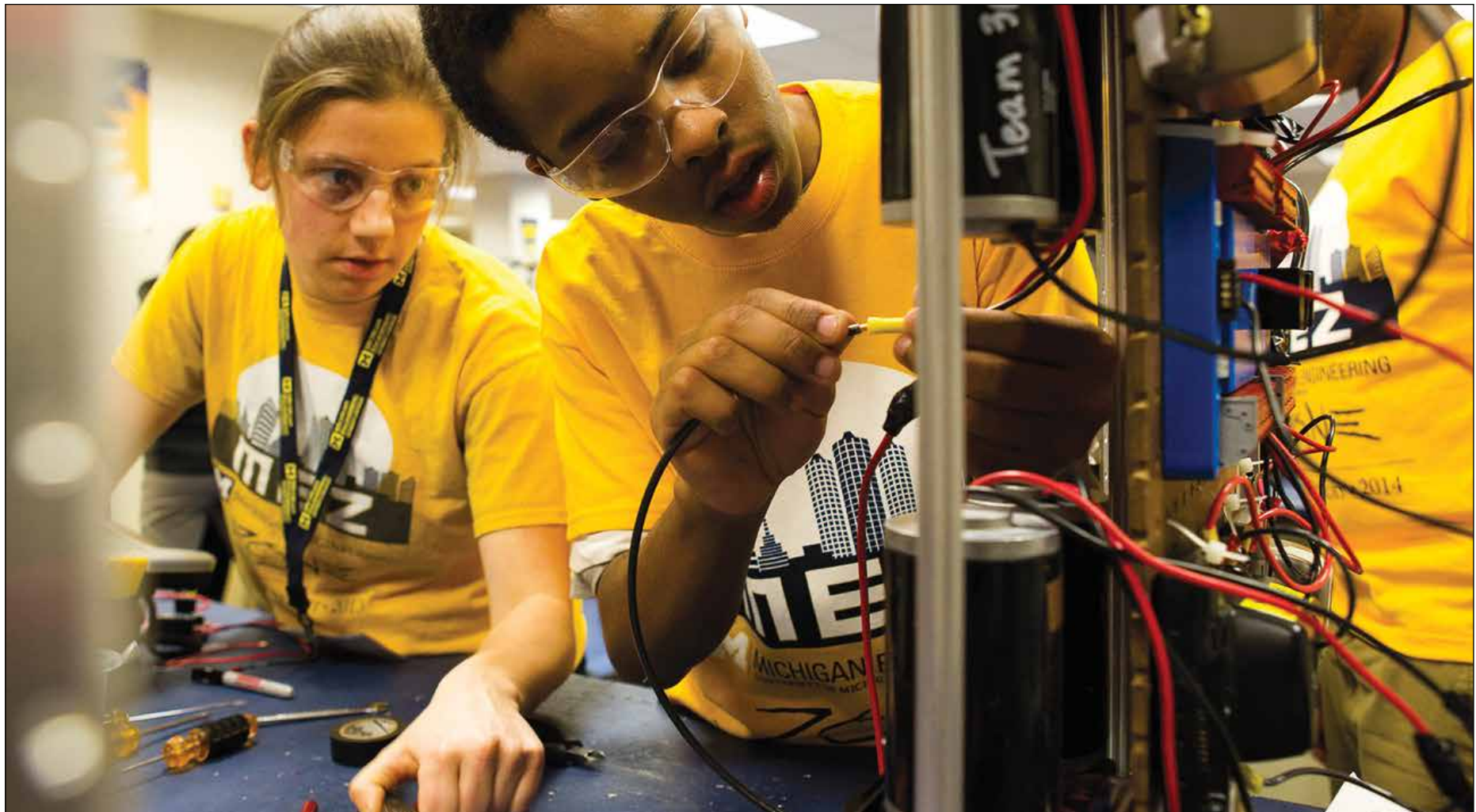
**T**oyota has expanded its community outreach efforts with the Toyota USA Foundation, which supports the teaching and learning of science, technology, engineering and mathematics through college and community projects.

This year, the Foundation will provide \$5.8 million in grants to create and strengthen pathways to manufacturing careers for high school and adult students, with a strong focus on women and diverse communities.

“The Toyota USA Foundation is committed to supporting the American manufacturing sector to strengthen our economy,” said Michael Rouse, Toyota USA Foundation President, in a prepared statement. “By helping students discover their interests in manufacturing careers now, we can cultivate their talents and passions to bolster this critical field for the future.”

## GRANTS AWARDED THIS YEAR

The National Dropout Prevention Network in Clemson, S. C., received \$1.5 million over three years to cultivate skilled workers by introducing 24,000 students in New York City, rural Kentucky and Mississippi to STEM and manufacturing careers through online content and coaching for teachers. The Hot Bread Kitchen in New York also received \$1.5 million over three years to create career opportunities in food manufacturing for highly skilled immigrant and minority



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women by expanding a paid culinary workforce development program. Project Lead the Way in Indianapolis, Ind., received \$1 million over two years to introduce a hands-on Computer Integrated Manufacturing (CIM) course in 40 high schools.

## SMALLER PROJECTS

Drucker School of

Management at Claremont Graduate University in Claremont, Calif., received \$935,000 over three years to prepare women for careers in global supply chains and operations through a Center for Supply Chain and Logistics and a multi-disciplinary graduate program. The Center for Science Teaching and Learning, Inc., in Rockville

Centre, N.Y., received \$441,190 to assist disengaged youth in finding employment through STEM-based manufacturing careers, while building a skilled workforce for the manufacturing industry in New York.

The 114th Partnership, Inc., in Rockville, Md, received \$270,000 to increase STEM engagement for 20,000 stu-

dents through Spark 101's free, short, career-based case study videos connecting high school coursework to STEM careers, specifically those in advanced automotive manufacturing.

Excel Institute, Inc. in Washington, D.C., and ReSOURCE: A Nonprofit Community Enterprise in Burlington, VT both also received \$100,000.



# Helping rebuild

It's been a decade since Hurricane Katrina wreaked havoc on New Orleans, and 10 years removed from the tragedy, there are still more than 5,000 families waiting to return home.

St. Bernard Project, a national disaster recovery and resiliency organization, has seen requests for help from homeowners in New Orleans increase 25 percent from 2014.

In an effort to help those families return home, Toyota is expanding its long-standing partnership with St. Bernard Project in an effort to expedite disaster recovery in New Orleans, as well as in other disaster sites across the country. Toyota has pledged a three-year, \$5 million investment in the aide agency.

## HOMEBUILDING TIME CUT IN HALF

Officials note SBP's success can be attributed, in large part, to its partnership with Toyota and AmeriCorps. After the automaker shared the Toyota Production System, SBP cut the time it took to rebuild a house to 62 days — half of what it had been — and at half the cost private contractors would charge. TPS is based on Toyota's years of manufacturing experience and helps organizations become more effective, maximize resources and improve quality and safety.

"Disasters are happening more frequently, and they are often stronger," said Zack Rosenberg, CEO &



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Co-Founder of St. Bernard Project. "But this does not mean we need to accept a slow recovery. A delayed and unpredictable recovery from a disaster puts families' lives on hold, while draining their financial resources and also destroys local businesses and jobs. We know that every dollar invested in preparing for natural disasters saves \$4 after one strikes. This expand-

ed partnership with Toyota will enable us to continue our work in New Orleans and help other vulnerable communities be better prepared for the worst and ready to speed the recovery."

## TOYOTA FUNDS SBP

As part of the newly expanded partnership, Toyota will fund the non-federal portion of SBP's national AmeriCorps

program for three years, including critical training for 140 members annually in TPS, leading them to better identify and solve problems as they support SBP's rebuilding efforts in New Orleans, New York, New Jersey and other communities.

"We are amazed at what Zack and the team at SBP have accomplished in New Orleans and other communities and are proud to support their

work helping the most vulnerable people prepare for and recover from disasters," said Latondra Newton, Toyota Group vice president and chief social innovation officer, said. "We're also excited to train more of SBP's AmeriCorps members in the Toyota Production System — an approach that has been core to the success of both our organizations."