Texas A&M Transportation Technology Conference

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Toyota Motor North America
MOBILITY EVEN SAFER
MORE SUSTAINABLE
MORE ACCESSIBLE
SAFETY SENSE

PREVENT OR MITIGATE REAR-END COLLISIONS

KEEP DRIVERS IN THEIR LANE

ENHANCE NIGHT ROAD SAFETY

TOYOTA SAFETY SENSE

LEXUS SAFETY SYSTEM PLUS
FUEL REGULATIONS

490 Models with
+30 MPG HWY Fuel Economy
TOYOTA OFFER CUSTOMERS A BROAD PORTFOLIO PRODUCTS & POWERTRAINS
13 HYBRID MODELS IN THE U.S.

70% HYBRID MARKET SHARE
HYDROGEN FUEL CELL

EPA RATING 60+ MPG
RANGE 300+ MILES

MIRAI

HYDROGEN FUEL CELL
IMPROVE TRANSPORTATION SAFETY

MAKE DRIVING MORE ACCESSIBLE

MOVE TECHNOLOGY INDOORS
ONE TOYOTA
COLLABORATE BETTER
RESPOND FASTER
BETTER SERVE OUR CUSTOMERS

ONE TOYOTA
TOYOTA MOTOR NORTH AMERICA
ONE TOYOTA

EXTERIOR RENDERING OF NEW PLANO HQ BUILDING
NEVER QUIT
AGGIES
TECHNOLOGY

SUSTAINABILITY

MOBILITY
TOYOTA

BRIGHT ROADS AHEAD