

Message from the Head of the Company

Connecting the Earth, Our Beautiful Hometown, to the Future



Firstly, I would like to express my sincere gratitude for your continued support and understanding.

In recent years, abnormal weather phenomena have threatened the lives of people in many regions around the world. Global warming is said to be a cause of these phenomena, and I believe that if each of us does not address this issue head-on, the sustainable development of humankind will not be possible. Countries around the world are taking action to balance emissions and absorption of CO₂ and greenhouse gases in the second half of this century so that temperature increase can be limited to less than 2°C.

On the other hand, the automobiles that we produce and nearly all of our activities generate CO₂ emissions. I believe that the problem of global warming, or CO₂ emissions, is the issue that goes to the very roots of how we will live.

Since its foundation, Toyota has continuously undertaken the challenges of car manufacturing for the smiles of future generations. We will not be able to leave a beautiful Earth to future generations unless we take the environment into consideration in our car manufacturing, in addition to safety, security, and *waku-doki* (excitement and exhilaration that wows you).

Toyota's history of car manufacturing is also the history of persistently addressing environmental issues.

The accumulated efforts of our predecessors have become assets to those living today. Such efforts include development of catalysts to address emission matters, and electrification of motor vehicles including hybrid electric vehicles, plug-in hybrid electric vehicles, battery electric vehicles, and fuel cell electric vehicles to raise energy efficiency and adopt fuel diversification. As a company whose vocation is automobile business, I believe that it is our responsibility to succeed the efforts of our predecessors and actively face environmental issues.

Toyota established the Toyota Environmental Challenge 2050 and has been taking action not just to contribute to keeping global warming below 2°C through zero CO₂ emissions, but also to have a positive impact on the Earth. In this year's environmental report, we set the 2030 Milestone including selling at least 5.5 million electrified vehicles annually by 2030 to clarify the path we will take.

Toyota will unceasingly carry out its transformation in order to connect the Earth, our beautiful hometown, to the future.

We kindly request the continued support and understanding of all our stakeholders.

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Akio Toyoda

President, Member of the Board of Directors
Toyota Motor Corporation

