

Toyota Mirai

Year One Status

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Director

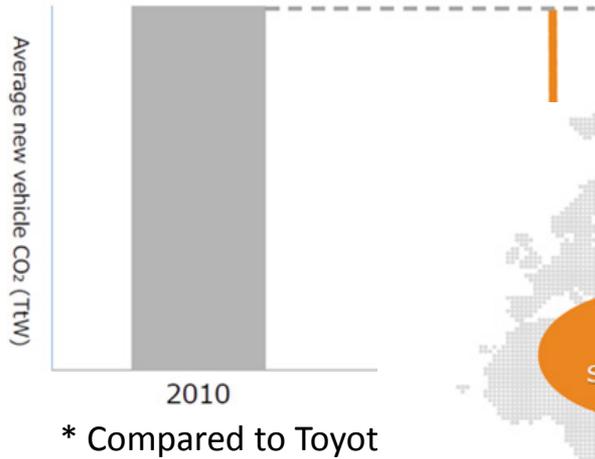
Energy & Environmental Research

Toyota Motor North America

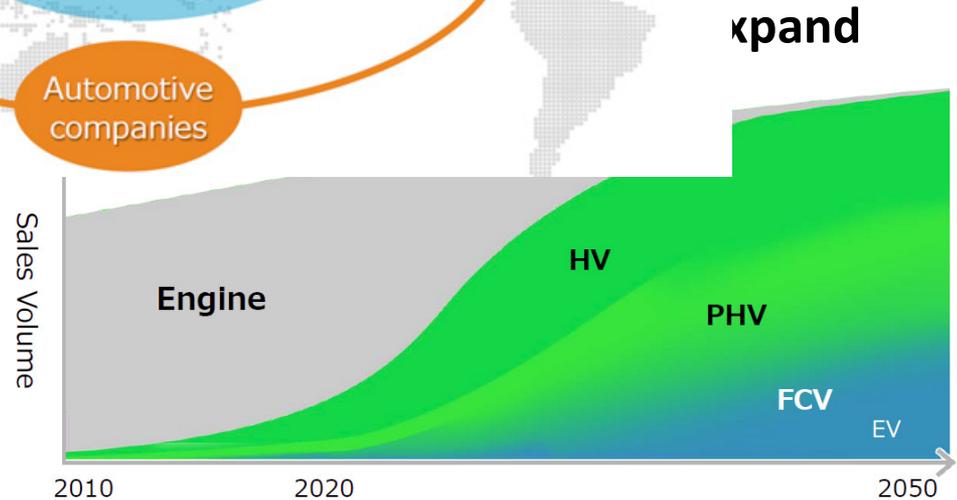
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Toyota's Environmental Challenge

Tank-to-wheel CO₂ Emissions Compared to 2010



Stakeholder Cooperation



A Portfolio of Technologies is Needed



Hydrogen Fuel Cell EV



Plug-in Hybrid EV



Hybrid is Toyota's Core Technology



2017 Mirai Fuel Cell Electric Vehicle

On-sale today

Over 20 years
in development

High potential for
cost reduction



Sustainable

- Zero emission
- Renewable hydrogen

Scalable

- To larger vehicles
- High volume production

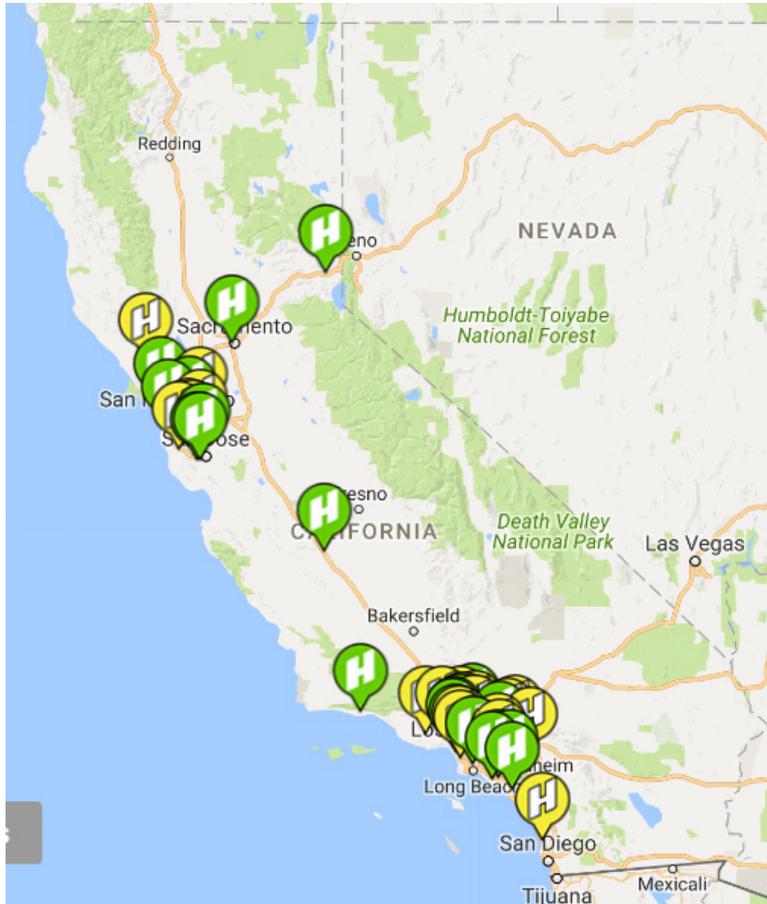
Conventional Vehicle Attributes

- + 300 mile range
- 3-5 minute refueling

Mirai Status

- ~800 Mirai delivered in CA since introduction (Oct 2015)
 - Retail, fleet & employee purchase/lease
 - 2016 models sold out
- Enhanced pricing on 2017 models
 - Lease - \$349/mo for 36 months, \$2499 due at signing (12,000 mi/yr)
 - Purchase - \$57,500, 0% for 60 months & \$7500 purchase support
 - Customers also may qualify for an \$8,000 federal tax credit and \$5,000 potential California rebate
- Mirai comprehensive ownership experience still includes:
 - Three years' worth of complimentary fuel
 - Three years complimentary Safety Connect and Entune
 - Three years of 24/7 customer call support.
- Targeting 3000 deliveries by end of 2017

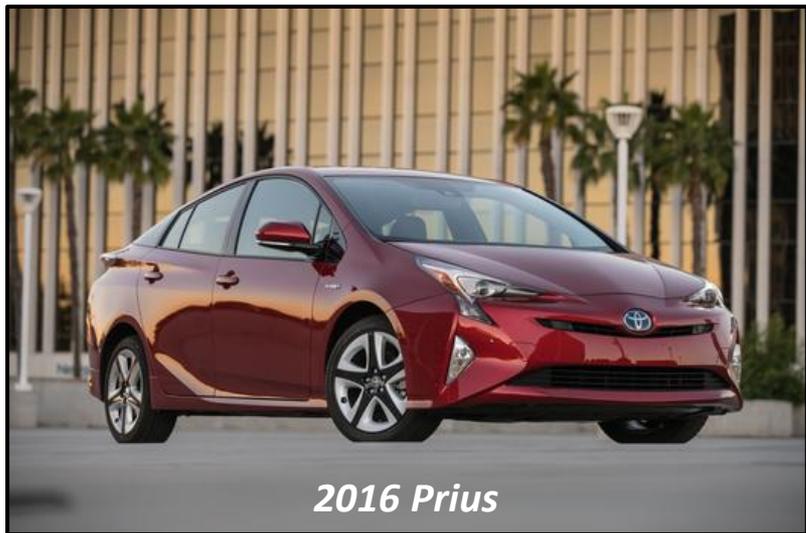
Toyota Partnering to Accelerate Station Deployment



- 19 stations with First Element in CA
- 12 Stations with Air Liquide in the Northeast

Year One Summary

- Mirai sales increasing in CA as stations come on-line
- Aggressive MY'17 pricing will make Mirai affordable to more “Trailblazers”
- Customers very pleased with vehicle and station experience
 - Looking forward to additional stations
- Growth in infrastructure and FC vehicles currently balanced



2016 Prius



2016 RAV4 Hybrid

Thank You For Your Attention



2016 Avalon



2016 Mirai