

The Porto Protocol

More than just a commitment.

Case Study

Toyota Caetano Portugal - Hybrid Cars

Hybrid vehicles are becoming increasingly important as a growing global trend, year after year. With the launch of Prius, the world has first mass-produced **hybrid passenger car**, **Toyota consolidated its** position in the supply of electric vehicles. In 2017 the sale of 1.52 million vehicles and a cumulative volume of 11.47 million hybrids Toyota sold represents a reduction of more than 90 million tons of CO₂ (when compared to the sale of equivalent conventional vehicles).

In October 2015, Toyota's environmental commitment was materialized through the announcement of the Environmental Challenge 2050 – the mass-produced of new “zero emissions” vehicles with a reduction in the global average CO₂ emissions from new vehicles by 22% in 2020, and by 90% in 2050 (compared to Toyota's global emissions average in 2010). In this way, Toyota has joined efforts to enhance and increase the diversity of electric propulsion options by unveiling its plans to have ten 100% electric models available all over the world by the beginning of 2020, and hold the full range of models with a version electrified by 2025. At the same time, it aims to stimulate sales of hybrid vehicles in emerging markets in order to increase its contribution to the global reduction of CO₂ emissions and other pollutants.

Toyota leads hybrid technology with a total of 2649 hybrid vehicles sold in the first five months of 2018, an increase of 78.5% over the same period of the last year, especially the Toyota Crossover C-HR as the best-selling hybrid model. Toyota's hybrid-electric models represent more than half of Toyota's light vehicles sales, and in 2018 the range includes eight models (Yaris, Auris, Auris Touring Sports, C-HR, RAV4, Prius, Prius + and Prius Plug-in). Also the Lexus (luxury brand of the Toyota group) is the only brand which have an electric hybrid version in all models of its range and also has 8 models (CT 200h, IS 300h, GS 300h, LS 500h , NX 300h, RX 450h, RC 300h and LC 500h).

The brand fulfills the challenges of promoting the conventional efficiency of engines and the development of the next generation of zero or low emissions vehicles.

The generation includes hybrid versions, hybrid plug-in, electric and fuel cell, reinforcing its contribution to combat the climate changes.