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TOYOTA WORLDWIDE HYBRID SALES TOP 500,000 UNITS

Tokyo - TOYOTA MOTOR CORPORATION (TMC) announced today that global cumulative sales of Toyota hybrid vehicles have topped the 500,000 mark, with approximately 513,000 units sold worldwide by the end of October this year*.

TMC launched the Prius - the world's first mass-produced hybrid vehicle - in Japan in 1997 and began selling it in North America, Europe and elsewhere in 2000. In 2001, it added in Japan the Estima Hybrid minivan, the Crown luxury sedan mild hybrid and the Dyna light-duty hybrid truck.

Aiming to achieve a fusion of environmental performance and power, in 2003, TMC introduced in the second-generation Prius a new-generation hybrid system based on the concept of Hybrid Synergy Drive. In 2005, it expanded use of this system to power-demanding SUVs in the form of the Lexus RX400h ("Harrier Hybrid" in Japan) and the Highlander Hybrid ("Kluger Hybrid" in Japan).

Not stopping there, TMC is preparing a Hybrid Synergy Drive-based hybrid system for rear-wheel drive passenger vehicles and expects to introduce it on the Lexus GS450h, scheduled for launch in spring 2006.

TMC has positioned hybrid technology as its key technology in addressing environmental issues in the 21st century, and it intends to enhance its hybrid line-up while encouraging the widespread use of hybrid technology.

Cumulative Toyota Hybrid Vehicle Sales* (One unit = one vehicle; figures rounded to the nearest hundred)

	1997	1998	1999	2000	2001	2002	2003	2004	2005 (Jan - Oct)	Cumulative total
Japan	300	17,700	15,300	12,500	18,500	19,900	27,200	68,700	49,400	229,500
Overseas	—	—	—	6,500	18,400	21,400	26,100	66,000	145,400	283,800
Total	300	17,700	15,300	19,000	36,900	41,300	53,300	134,700	194,800	513,300



Sales of Main Toyota Hybrid Models* (One unit = one vehicle; figures rounded to the nearest hundred)

	Prius	Estima Hybrid	Crown w/ mild hybrid system	Harrier Hybrid	Kluger Hybrid
Start of sales in Japan	Dec-97	Jun-01	Aug-01	Mar-05	Mar-05
Japan	177,600	26,900	5,900	4,100	2,100
Overseas	249,200	—	—	20,600	14,000
Total	426,800	26,900	5,900	24,700	16,100

*Based on TMC data



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