



**Let's Go Places**

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## ***2017 Toyota Hybrid Platforms (U.S.)***

### ***-6 Lexus Models***

**-CT**

**-NX**

**-RX**

**-GS**

**-ES**

**-LS**

### ***-7 Toyota Models***

**-RAV4**

**-Prius**

**-Prius C**

**-Prius V**

**-Camry**

**-Highlander**

**-Avalon**

**As of May 2016,**

**-Toyota Global Hybrid Sales Exceeded 9 Million**

**-Prius “Family” over 5 Million**

**-Toyota U.S. Hybrid Sales over 4 Million**

**-Prius “Family” over 1.6 Million**



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# **Toyota Alternative Fuel Vehicles History**



**1<sup>st</sup> Gen. RAV4EV**



**CNG Camry**



**Plug-In Prius**



**2<sup>nd</sup> Gen RAV4EV**



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## **2017 Prius Prime**

**-2<sup>nd</sup> Generation Prius PHV**

**-Aluminum Hood**

**-Carbon Fiber Liftgate**

**-1.8 Liter Engine**

**-Larger battery (8.8 Kw Lithium Battery)**

**-22 Miles “all electric” Range (120 MPGe)**

**-5.5 Hours Charging Time (120 household outlet, 2.5 for 240)**

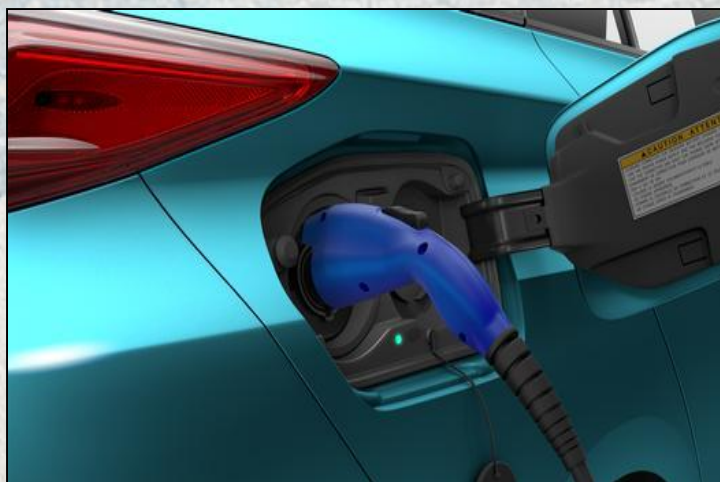
**-Total Range 600 Miles**





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# 2017 Toyota Prime



# *THE 2017 MIRAI Hydrogen Fuel Cell*

*Global Initiative*



# A CLASS LEADING (Electric) VEHICLE

***-Launched in California in October 2015***

- **Water** is the **only** vehicle **emission**
  - Range: ~300 miles
  - Refueling time: 3-5 minutes
- Premium driving feel:
  - Excellent low-end torque; 0-60 in < 10 sec.
  - Ride quality & handling ~ Lexus
- Based on Toyota Hybrid Technology
  - Projected low maintenance cost



# FEATURES – ALL STANDARD

## COMFORT

- Softex Seats
- Heated Front/Rear Seats
- Driver/Passenger 8-way Power Seats w/ Memory
- Heated Synthetic Leather Steering Wheel

## CONVENIENCE

- Smart Key
- Rain-sensing Wipers
- Wiper De-Icer

## TECHNOLOGY

- JBL Audio & 11 speakers
- HD Satellite Radio
- Entune App Suite
- Wireless Charger
- Hydrogen Station Finder & Status

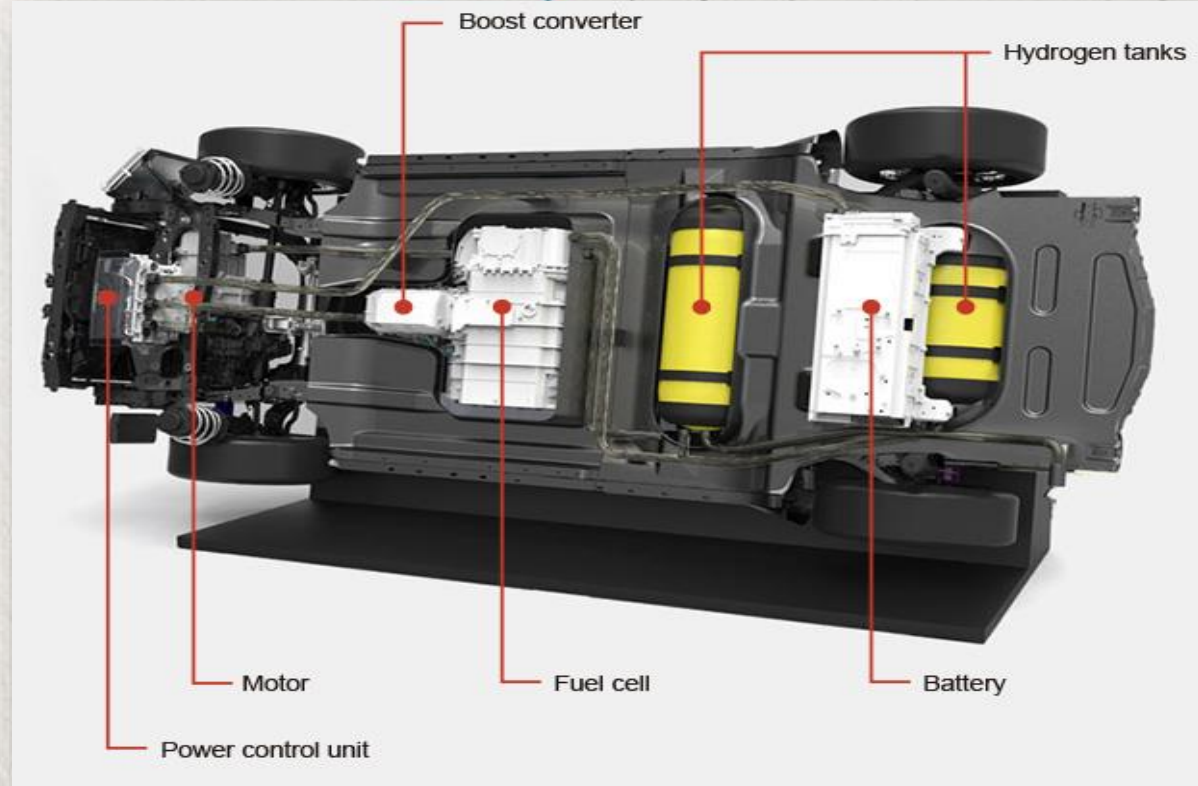




# FEATURES – ALL STANDARD

## SAFETY

- 7 Airbags
- Adaptive High Beams
- Back-up Monitor
- Blind Spot Monitor
- Lane Keep Assist
- Pre-Crash System
- Vehicle Stability Control
- Clearance & Back Sonar



- *Premium driving feel (quiet as Lexus Hybrid)*
- *Distinctive, **high-end interior** and exterior*
- *Tested at -20°F to +120°F and 1MM miles in N.A.*
- *20 years and of R&D*



# ***SALES & MARKETING STRATEGY***

- Dual sales approach (Retail and Fleet)
- Specialized dealer network
- Continued support for infrastructure
- First-class ownership experience



# ***PRICING & WARRANTY***

- **MSRP:** \$57,500 (fleet incentives apply)

- **Lease (CA.):**

- 3 Year/36,000 miles
- \$499 monthly payment



- **Extended Warranty**

- 8-Year / 100,000 Mile *Fuel Cell System*
- 5-Year / 60,000 Mile *Other Powertrain Components*
- 3-Year / 36,000 Mile *Basic*

**THANK YOU**



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**Check out our ride-and-drive cars!!!**

**RAV4 Hybrid**

**Prius**

**Mirai**