

Toyota's Environmental Challenge - Toward Sustainable Mobility

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To look back on automobile history, technology innovation and paradigm change in the market led to motorization. Satisfied with the basic human desire for mobility, world vehicle numbers will increase. Hence, it will be too difficult to fulfill environmental and mobility desires together. To deal with the environmental impact, we need overall activities concerning automobile technology, fuel, infrastructure, and people.

For these issues, Toyota will introduce the technology innovation of hybrid vehicles and FC vehicle development. Especially, I will suggest the issues for our future in the hydrogen society. And I also refer to the future automobile mode.

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