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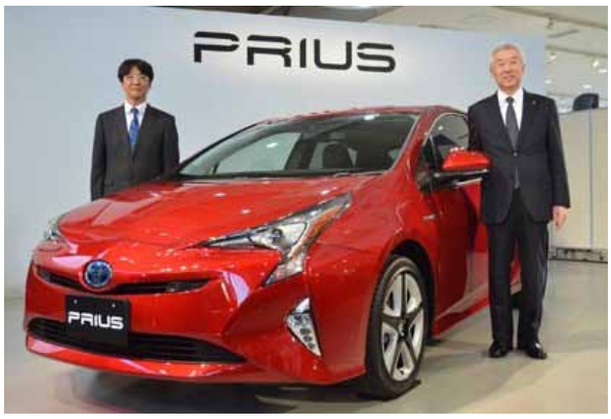
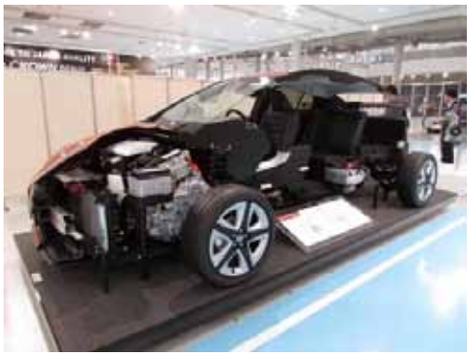
Toyota Prius fully redesigned for the first time in six years





Suppliers will also benefit from the effect of TNGA

Toyota Motor Corporation launched sales on Dec. 9, 2015 of its fourth-generation Prius, making the first redesign of the model in six years. It is the first model to incorporate the concept of the "Toyota New Global Architecture (TNGA)". In addition to achieving a fuel economy of 40.8 km/L, the new vehicle is also available with newly developed "E-Four", giving the Prius a four-wheel-drive version for the first time. The monthly sales target is set at 12,000 units. Aiming to boost sales, Toyota held a press conference in Sapporo, in addition to one in Tokyo.

The new Prius highlights enhanced fuel efficiency by incorporating an engine with a maximum thermal efficiency of 40 percent, as well as a compact and lightweight transaxle and power control unit. The volume "S" grade models offer fuel economy of 37.2km/L. Meanwhile, the "E" grade model, which is 50 kilograms lighter than the previous model, achieves fuel economy of 40.8km/L.

The newly developed E-Four system supports stable starts on snowy and slippery roads. Fuel economy of the four-wheel models offers 34.0km/L, higher than the previous two-wheel models. Toyota intends to increase sales of the new hybrid in snowy region.

Furthermore, available grades include "A" grade models featuring the "Toyota Safety Sense P" collision avoidance and mitigation package, and the "A Premium" grade model, which comes with a genuine leather-wrapped steering wheel. Manufacturer's suggested retail prices start from 2,429,018 yen, including the consumption tax.

The annual global sales target is set at between 300,000 and 350,000 units. The new Prius is scheduled to be released in North America and Asia in January, 2016, and in Europe in February 2016.

60,000 preorders and 4-month wait

Toyota unveiled Dec. 9, 2015 that preorders for the new Prius in Japan reached 60,000 units, five times the volume of its original monthly sales goal in Japan of 12,000 units. By grade, "S" accounted for 50 percent and "A" accounted for 45 percent. Electronic four-wheel drive models accounted for around 15 percent of total preorders. Customers who have ordered a Prius as of Dec. 9 will wait around three to four months for delivery. Dealers forecast that "in most grades, registrations won't take place until April 2016". On the other hand, Prius production is accelerating at Toyota's Tsutsumi Plant, which is in full swing. Supply is expected to increase for the domestic market within this fiscal year ending March 2016. *(Daily Automotive News, Dec. 10, 2015 issue)*

Waseda Institute agrees with Australian recycler to develop Green Point System

The two parties' representatives announced the agreement at the Asian Automotive Environmental Forum in Akita

Waseda Environmental Institute (WEI) will enter overseas development of its Green Point System (GPS), which digitizes the effect on the reduction of carbon dioxide through the use of automotive recycled parts. WEI recently reached an agreement with Total Auto Recyclers (TAR), Victoria, Australia to introduce GPS to that country. The parties will start system development in 2016 and are likely to announce their business direction at the Asian Automotive Environmental Forum to be held in Australia in 2016.

According to the Auto Parts Recyclers Association of Australia (APRAA), around 800,000 end-of-life vehicles are generated annually in Australia. Althought there are about 500 companies run recycled auto parts businesses in Australia. The diffusion of recycled parts there lags that in the United States and Europe. As such, APRAA will promote the superiority of recycled parts by building a system that visualizes the environmental contribution of recycled parts.

TAR began to tap WEI beginning from the summer of 2015 to find ways to use GPS in Australia. After talks about feasibility of local business in Australia, the parties reached an agreement. From now, they will discuss methods for calculating carbon dioxide amounts in the use of recycled parts in Australia, as well as compatibility of vehicle databases and parts codes between Japan and Australia. Adopting Japanese evaluation standards as are will also be discussed later.

GPS calculates the burden on the environment in terms of carbon dioxide resulting from the use of recycled parts compared to new parts, and shares the resulting data with repair shops and end users. Business operators who have introduced GPS are increasingly promoting to their customers the contribution that recycled parts make to the environment.

Japanese vehicles account for nearly 50 percent of the Australian (2014). WEI sees that there is room for the development of GPS because of strong demand for recycled parts from Japanese vehicles. TAR intends to actively promote the reduction of environmental burden through the use of recycled parts in Australia as a way to improve its customer appeal. *(Daily Automotive News, Dec. 2, 2015 issue)*

CO_2 Reduction Effect

(based on Super-Line System)

The use of Reuse Parts saved

3,219 tons of CO_2 emissions in November 2015

The reference figure represents the difference of carbon dioxide (CO2) emissions at the vehicle repair using genuine (new) parts and recycled parts.*

*: Based on "Green Point System", which was jointly developed by the Japan Automotive Parts Recyclers Association and Waseda University Environmental Research Institute using a life cycle assessment (LCA) technique.

JARA promotes recycled parts at old-car festival

JARA Corporation opened an exhibition booth at the Odaba Kyusha Tengoku (literally, "Old-car Heaven in Odaiba") held on Nov. 22, 2015 in Tokyo. The major recycled parts marketing company prepared a presentation and educational corner on recycled parts, as well as sales space for "eco-bags" made of used airbags and other goods.

The event, supported by "Old-timer" magazine, is an exhibition and sales place for old vehicles, such as vintage cars. It attracts buyers of parts of particularly old models and some recyclers recently began to join it as exhibitors.

As it did last year, JARA group company Daiko Corporation sold its agricultural products, such as "Goro welsh onion" and "Goro shiitake mushrooms" at the event booth. Almost of all such products sold out.

The Akita Prefecture-based recycler Daiko runs a greenhouse cultivation business using a hot water system that uses a boiler and used tires. Using used tires as a heat sources, the company saved fuel and, thus, achieved a plus for the environment. At this year's event, the company promoted the results of its new type of agricultural business, which features reuse of resources. *(Daily Automotive News Dec. 3, 2015 issue)*

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