



...but Toyota is taking action to better the world with our Environmental Challenge 2050! Launched in 2015, it comprises six separate challenges that cover every aspect of our business, our exploration of new products and technologies, and our role as an enabler for individuals and communities to learn about and improve the natural world around them.

# TOYOTA ENVIRONMENTAL CHALLENGE 2050



## CHALLENGE 1 New Vehicle Zero CO2 Emissions Challenge

Reduce global average new vehicle CO2 emissions by 90% by 2050 (in comparison with 2010 levels) by promoting the development of next-generation vehicles with low or zero CO2 emissions.



## CHALLENGE 2 Life Cycle Zero CO2 Emissions Challenge

Create a circular economy and completely eliminate all CO2 emissions throughout the life of the car and its parts; including in processes of materials production, parts & manufacturing, and disposal & recycling of vehicles.



## CHALLENGE 3 Plant Zero CO2 Emissions Challenge

Achieve zero CO2 emissions in all plants by improving the manufacturing technologies and adopting renewable and hydrogen energy.



## CHALLENGE 4 Challenge of Minimizing and Optimizing Water Usage

Minimize water consumption and enact effective wastewater management in a way that is sensitive to local needs.



## CHALLENGE 5 Challenge of Establishing a Recycling-based Society and Systems

Improve resource efficiency toward an ideal resource-recycling based society by developing recycling technologies and producing vehicles from the materials of end-of-life vehicles.



## CHALLENGE 6 Challenge of Establishing a Future Society in Harmony with Nature

Enrich the quality of life for communities in each region by engaging in planting trees at plants, environmental conservation activities and environmental education.

