

JPN TAXI



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In 2020...



Tokyo Olympics and Paralympics / Highly aging society

Mobility for all



Including seniors
and
those challenged

Eco-friendly, safe and secured traffic society

LPG-HV

Standard safety features

- Toyota Safety Sense C
- Side & curtain shield airbag



Japan as a tourism-oriented country



Japanese *omotenashi* mind Increase Japan fan



Selling points

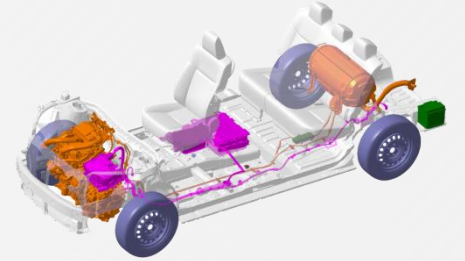
1. More Friendly

Next-gen
taxi package



2. More eco-friendly

LPG-hybrid



3. More pleasant

Unique design



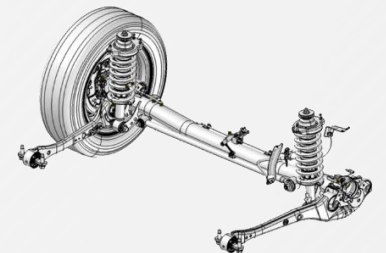
4. More convenient

Convenient and
safety features



5. More durable

Heritage of Toyota taxis



Selling points



Low and flat floor / Widely opened slide door

Selling points



Universal design

Selling points



Driver-friendly cockpit

Selling points

1. 1.5-liter dedicated engine

High fuel efficiency and driving performance

2. Transaxle

Harmonize fuel efficiency and driving performance

3. Hybrid battery

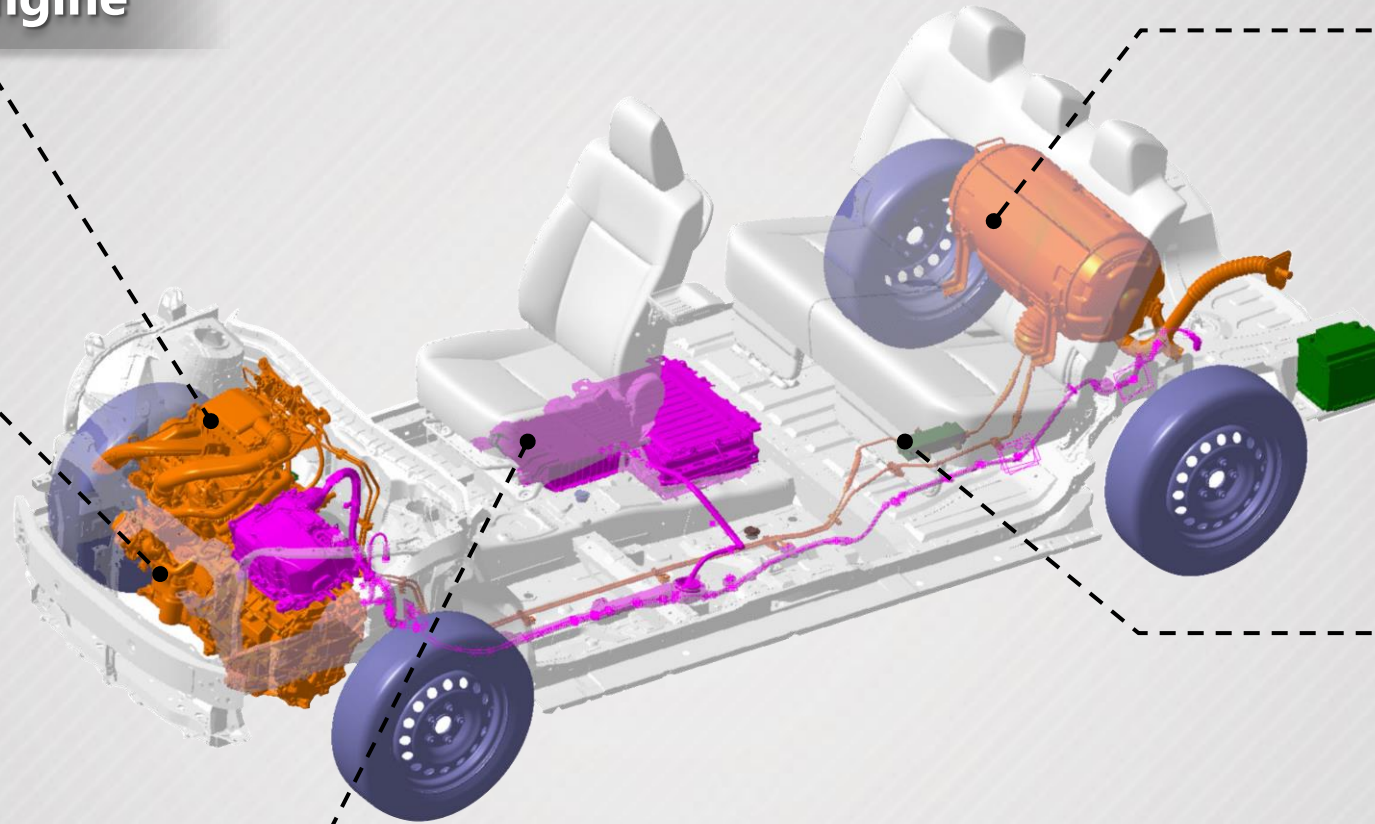
Thinner Ni-MH battery located under floor

4. LPG tank

Made smaller and lighter, while maintaining current driving distance

5. Fuel cooler

One third in size and occupies less space



LPG-hybrid: eco-friendly and economy



JPN Taxi as an icon

Taxis in the world

New York



London



JPN Taxi as an icon



深藍 KOIAI

Deep indigo



JPN Taxi as an icon



Hiroshige blue

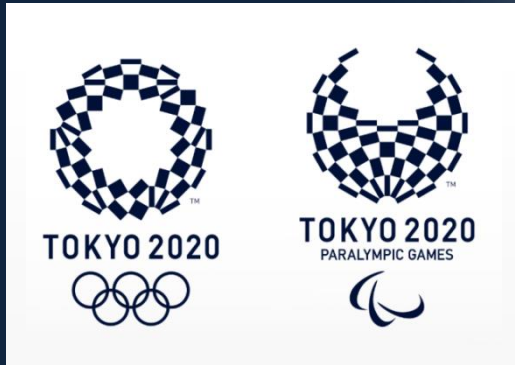
JPN Taxi as an icon



To be higher-class and formal / To look more friendly than black

JPN Taxi as an icon

深藍
KOIAI



Splendid Japan's Taxi

TOYOTA



Video



Aiming to create a taxi that brings a smile to everyone's face