

**TOYOTA**ALWAYS A
BETTER WAY

Toyota is Official Mobility Partner for the Locarno Film Festival 2019



This year again the Festival relies on Toyota's innovative hybrid system for mobility.

For the 14th time Toyota supports the carbon neutral Locarno Film Festival as Official Mobility Partner

Safenwil/Locarno. The 72nd Locarno Film Festival will take place from August 7th to August 17th 2019. One of the most important film festivals continues to rely on proven Toyota hybrid technology. The Japanese manufacturer will put about 60 vehicles – more than 80% hybrid models – for transporting people and material at the festival's disposal. By combining petrol engines and electric motors the hybrid system contributes to a significant reduction of CO₂ emissions. Due to this and other measures the Locarno Film Festival is one of very few carbon neutral major events.

Christian Künstler, Managing Director of Toyota AG (Switzerland) says about this commitment: «We are very proud that we are 'Official Car Provider' for the Locarno Film Festival for the 14th year with our hybrid technology and that we can thus again contribute to the carbon neutrality of the event.»

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Sustainability and innovation – the foundation of an enduring partnership

The partnership between Toyota and the Locarno Film Festival is characterized by sustainability and innovation. Both the Festival and Toyota strive for continued enhancement. Aside from mobility, the Festival has started new initiatives in areas such as waste disposal and paper usage. As for Toyota, emission reduction has been firmly established in the company for decades. With its «Toyota Environmental Challenge 2050» the Japanese car manufacturer has fixed the aims that should be reached by 2050. Among others, one of these aims is the emission of zero CO₂ for the whole vehicle life cycle. With the strategy «Mobility for all» Toyota will evolve from a car manufacturer to a provider of mobility for all. The focus hereby lies on the development of mobility solutions with alternative drive systems.

Since many years the company is famous for its high quality standards and the technological leadership in hybrid vehicles. Today Toyota offers the world's largest hybrid programme. More than 12 million vehicles with Toyota's innovative drive technology have been sold so far, which has saved more than 77 million tons of CO₂.

The common ground in confronting new challenges underlines impressively that the Locarno Film Festival and Toyota are a perfect match.

The Festival opens its doors on August 7th 2019. Once again during 10 days international stars are expected to show up and many world premieres will be presented.

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Further information about the Locarno Film Festival:

www.locarnofestival.ch