

**TOYOTA**ALWAYS A
BETTER WAY

Toyota delivers hybrid mobility to the International Olympic Committee administration as a Worldwide Olympic partner

- In 2015, Toyota Motor Corporation entered into a sponsorship agreement with the International Olympic Committee to become part of The Olympic Partner (TOP) programme.
- From 2017, Toyota will work with the International Olympic Committee (IOC), Organising Committees of the Olympic Games, and with National Olympic Committees around the world to deliver sustainable mobility solutions.
- Leading the way, today the IOC administration received a new fleet of Toyota and Lexus hybrid cars in Lausanne, Switzerland.

Lausanne – Today, Toyota Motor Europe (TME) and Toyota AG Switzerland (TAG) delivered a fleet of Toyota and Lexus hybrid cars to the IOC administration, a symbolic step to kick off one of the aspects of Toyota's global partnership as a TOP Partner. The event took place in Lausanne, Switzerland, in the presence of IOC President Thomas Bach and Toyota Switzerland's CEO, Mr Philipp Rhomberg.

From 2017, Toyota will work with the IOC, the respective Organising Committees of the Olympic Games and with the National Olympic Committees around the world to provide sustainable mobility solutions to help with safer, more efficient mobility, including intelligent transport systems, urban traffic systems and vehicle-to-vehicle communications systems. The Toyota-IOC partnership agreement runs through to the end of 2024 in the mobility category, which includes vehicles, mobility services and mobility solutions.

The vehicles delivered today use Toyota's latest hybrid technology, combining the benefits of gasoline engines and electric motors to provide low emission transport to the IOC administration.

Philipp Rhomberg, CEO Toyota AG commented, "We are very proud of the partnership with the IOC and I would personally like to thank IOC President Thomas Bach and his team in bringing the start of this journey to life. Their vision of creating a better world through sport is a perfect match for Toyota's philosophy. Every day, we make every effort to provide even better mobility solutions for society through respect, teamwork and the pursuit of continuous improvement - in the true spirit of Toyota Way."

After receiving the cars, **IOC President Thomas Bach** said "This is another step in this exciting partnership, and I am particularly delighted about the new hybrid cars, which is another clear demonstration of the IOC's commitment towards sustainability. I would like to thank Mr. Akio Toyoda for his great personal commitment, Mr. Rhomberg and his team here in Switzerland as well as the fleet team in Toyota Motor Europe based in Brussels for their support in implementing this programme."

Toyota also wants to use the partnership to truly embrace the spirit of the Games in its day-to-day business. When announcing the partnership in March 2015, Toyota Motor Corporation President **Akio Toyoda** said: "We will do everything possible to fulfil our new role in The Olympic Partner pro-

Toyota AG

Schürmattstrasse, 5745 Safenwil, Switzerland

T +41 62 788 88 44, F +41 62 788 86 10, info@toyota.ch, www.toyota.ch

gramme, and justify the trust the IOC has placed in us. The addition of a mobility category to the TOP Partner field is an important recognition for our entire industry. Under this Olympic flag, let us today reaffirm the power of sports to bring people together. And let us dedicate ourselves to creating a better world by promoting sports in the Olympic spirit of friendship, solidarity, and fair play." [http://newsroom.toyota.co.jp/en/detail/6912320]

Information about Toyota AG

www.toyota-media.ch
www.toyota.ch
www.facebook.com/toyotaswitzerland

Information about IOC

<https://www.olympic.org/the-ioc>

For more information, please contact:

Andrea Auer, Pressesprecherin
Telefon: +41 62 788 86 14
E-Mail: andrea.auer@toyota.ch