

BMS: Press conference – script presentation

Slide 1: Preliminary welcome

Good morning everyone and welcome at the Toyota & Lexus presentation. We're very happy to be here on this 100th Brussels Motor Show – and I'm sure that feeling is mutual.

Today, our CEO Michael Roosen will give you an update on our fantastic results for 2022 for Toyota and our launches of the past year and give a quick outlook on what we have in the pipeline for 2023. Then he will also briefly give you an update on our premium brand Lexus.

We will do the presentation in English, but of course we are available all day for interviews in Dutch & French.

But before handing over to Michael, I would just quickly like to draw your attention to the big eyecatcher on our stand – the Sphere. When we came up with the concept of this, it was clear that we didn't just want something that looked great. That's of course important, but we also wanted something with meaning. And that's exactly what our Sphere is, as each ring represents an important aspect of Toyota's DNA: one ring stands for our technological leadership, the other for our road towards a sustainable future. And the fact that we used rings, means this is never-ending: a constant innovation towards a sustainable future.

And with that – I give the floor Michael. Please welcome Michael Roosen!

Slide 2:

5,8%. This might seem like just a figure, but for Toyota Belgium, this is a huge milestone. This is our market share at the end of 2022, the best in more than 20 years for our brand. And what's more...this market share growth is not a coincidence.

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As you can see here, we have been steadily growing over the past years, almost doubling our market share since 2019. Quite an achievement, I think.

These numbers are due to the constant work and the will to constantly improve our models while remaining attentive to the mobility needs of consumers. They are also remarkable in the current context of the automotive market, in which car sales in Belgium and elsewhere in Europe are facing their lowest-ever levels unfortunately.

For these reasons, Toyota is proud to have succeeded in continuing its growth for the fourth consecutive year, making it one of the accelerators of the Belgian car market!

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When we look more closely at the number of Toyotas registered in 2022, you see that we created a growth of 35%, with more than 21,000 cars registered in Belgium. And with this increase of almost 5,500 vehicles, we achieved the highest volume in more than 10 years. So this figure again shows how 2022 was a fantastic year for our brand.

Now, let's take a look in the private car market – often cited as the most challenging one today...

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As you can see, also here, Toyota is growing remarkably - almost doubling the market share in 4 years as well and generating a 20% growth in volume. Private consumers are convinced by our offer, and it shows.

And for those that say Toyota is only for the private market...

Slide 6:

... well, they have it wrong, because Toyota has also become a strong contender on the fleet market – with also here an increased market share and volume.

Slide 7-10:

If we now go look into the models more specifically, the bestsellers are Toyota Corolla Hybrid, Toyota Yaris Hybrid and Toyota Yaris Cross Hybrid.

The Corolla Hybrid is the number one seller! In addition to being a bestseller in the consumer market, it is also a favorite in the company car segment, where it ranks 4th in the C segment.

As you can see, the Yaris family is also very successful. This model has been the favorite of Belgians for a long time and now, with the Yaris Cross Hybrid SUV, launched mid-2021, this car can already be counted among the favorites with an excellent 2nd position in the private B-SUV segment.

But what is the secret behind this market share and bestselling models?...

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Well, it's the technology of our self-charging hybrids, as in 2022, almost 80% of Toyota's sales were self-charging hybrid vehicles. This makes our brand the undisputed leader in hybrid sales in Belgium! This leading position is due to the high number of hybrid cars in the company car segment, up to 85%! but also 72% of private market sales were hybrids.

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And what makes a self-charging hybrid so popular? Well, it's a logical and a rational choice for consumers today.

There's inflation going on, Belgium seriously lacks charging infrastructure today, energy prices are high and supply might also be challenging in the future. Ok, there's the very recent deal with Engie, but it's still an area of concern. All these facts make it clear that we need to make sure we can still offer an accessible mobility solution for consumers, next to EVs. And that's what our self-charging hybrids are: practical, as they require no charging infrastructure, accessible, as they are reasonably priced, economical, as they consume on average 25% less fuel, and emit about 30% less CO₂.

It's clear that this electrified technology is the best solution for the transition into a carbon-neutral future.

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The last but certainly not least element of our success: we make 'no more boring cars!', as Akio Toyoda himself once said. Next to all the advantages we offer, our cars look the part – with stylish and attractive designs.

Now, let's take a brief look at some of our key launches of 2022...

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First up, our Toyota Aygo X. Even though we launched only in March 2022, the Toyota Aygo X has already a solid 3rd place in its segment! What's more, this model is the perfect illustration of the importance of Belgium within the Toyota group: the Aygo X is developed entirely by colleagues at TME, at the Zaventem R&D center – something to be proud of!

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Next up, our Toyota GR86, the fun sports car that drives sensationally and doesn't break the bank. Unfortunately sold out, but I heard it's still available in our press park for you to enjoy 😊

Slide 20:

In June, we launched our bZ4X - The car that lays the foundation for Toyota's BEV story, and that will be followed by more bZ-models in the coming years. We were thrilled to find out this model is one of the Car of the Year finalists, let's hope we have some good news to share after the ceremony this afternoon.

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And finally, our Toyota Corolla Cross, the SUV model that completes the Corolla family. This model was our most successful launch in the last five years and attracted the same number of visitors in our showroom as seen during the Salon weekends! A future bestseller for sure.

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And of course, Toyotas are reliable – something we want to strengthen even more with Toyota Relax – launched in 2022. It's a 10-year warranty on every Toyota new or used, unique in the market today!

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These excellent figures for 2022 confirm that Toyota is undeniably the growing player in the Belgian market today. And we are confident to maintain and further strengthen this position in 2023! Our ambition for this year is to continue our growth in the Belgian market, by offering quality cars adapted to the mobility needs of the population.

Toyota Europe CEO Matt Harrison once challenged us during an interview in 2021 that a Market share of 7% is possible for Belgium. It would certainly be a challenge, but I think we prove that we like that 😊

Of course we also want to continue our growth in private and fleet segments, as we believe there's still possibilities for progression in both markets.

In 2023, we will also grow our product range, let's take a quick look

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Our Toyota Corolla will get a facelift, but mostly one under the hood – as this model will be equipped with our 5th generation hybrid technology: even better, more efficient and more fuel savings. It premieres here in Brussels.

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Our iconic Prius also got a makeover, and it's a sensational one! Can't wait for you to discover it in the spring of this year.

Slide 29:

And finally, one I personally look forward to a lot: our new C-HR that will launch end of 2023. Not only an amazing car in terms of looks – but again developed here next door at Toyota Europe in Zaventem!

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I would like to conclude Toyota's presentation, with 2 important topics, the first one being our broad range of powertrains. I've talked a lot about hybrids already, in which we are clearly n°1. But there's more, as Toyota believes that the transition to carbon neutrality will happen with more than 1 technology. That's why we continue to focus on hydrogen, in which we pioneered and still innovate – also at Toyota Motor Europe in Zaventem, where they have a whole hydrogen expert division working on a diverse range of applications. We also look forward to the initiatives of the federal government's hydrogen strategy and the ambition to make Belgium a hydrogen hub in Europe! And then finally, we also believe in a future with BEVs, of which we laid the foundations with our all-new bZ4X last year.

All these powertrains can be found on our stand, as you can see.

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And finally, Toyota's road to carbon neutrality.

We have set ambitious milestones to ensure that we are on a fast but steady path. By 2025, we aim to have 80% of our production in electrified models and 20% zero emission. By 2030, we will have 50% of our production composed of zero-emission vehicles, and by 2035, we are committed to producing only zero-emission vehicles.

These milestones represent our commitment to drive change, it's part of our DNA!

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Let's also look at our Lexus brand.

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2022 has not been without some challenge for Lexus, as contrary to Toyota, Lexus was impacted by supply chain issues.

Nevertheless, we also remember quite some achievements for Lexus, that lay the foundations for 2023: we had our highest sales in 3 years with an amazing performance by our bestseller the new NX, we launched Lexus Relax – our unique 10 year warranty, which further strengthens the reliability of our brand, and finally, we expanded our network and improved the network quality.

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All these elements make us ambitious and confident for this year! Now let's look what we will focus on in 2023...

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We will continue to grow our NX performance, as this will undoubtedly remain a top model for us this year.

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But we will also grow our Lexus Electrified offer with 2 new models, the new RX in hybrid & plug-in hybrid and our all-new RZ BEV. Both are premières here in Brussels, something we're very proud of. Please go and discover them later on.

Slide 43:

Finally, I would like to focus on a very important milestone that we revealed for Lexus recently: we aim to be a 100% BEV brand in Europe by 2030. As you can notice that's 5 years earlier than Toyota, and that's no coincidence: Lexus will drive our carbon neutrality initiatives in the company.

Slide 44:

And with that, I've reached the end of this presentation. Thank you all for your attention! There's unfortunately no time now for a Q&A, but as Ellen said, we are available the whole day for questions & interviews.