

5,80%



Toyota on the Belgian car market 2022

Market share



Toyota on the Belgian car market 2022

Registrations



+5.466 CARS

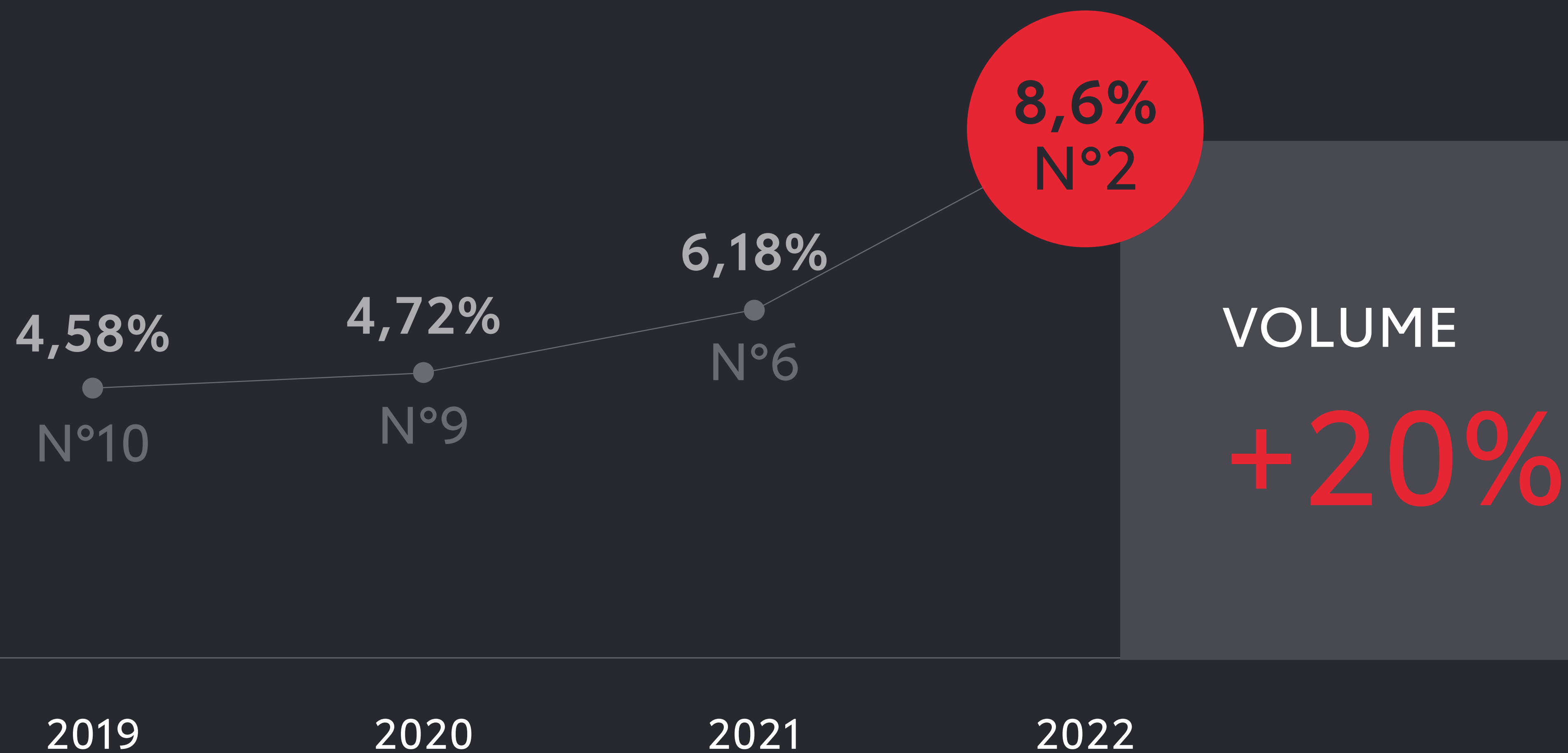
+35%

BEST RESULT IN MORE THAN 10 YEARS



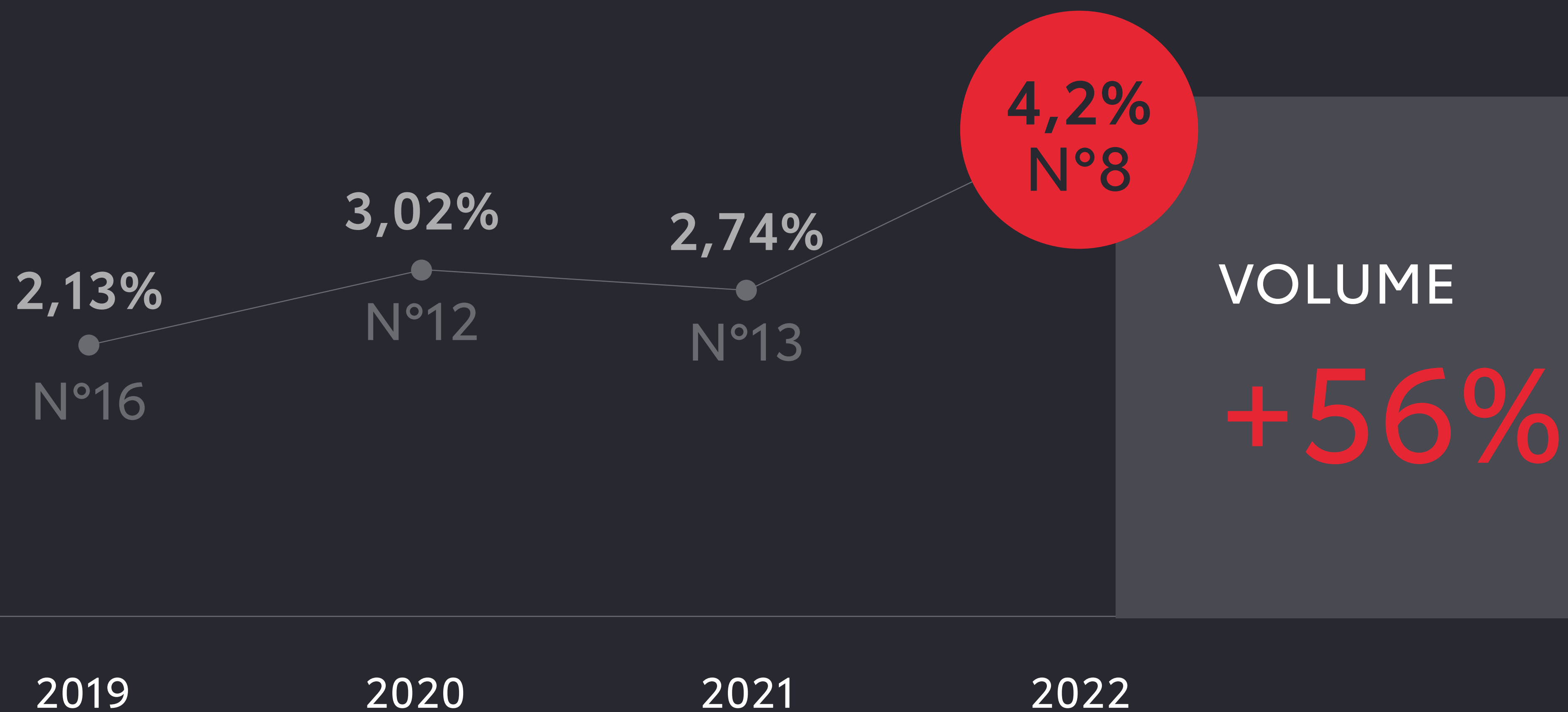
Toyota on the Belgian car market 2022

Private market



Toyota on the Belgian car market 2022

Fleet market



Bestsellers in 2022



Bestsellers in 2022



TOYOTA COROLLA HYBRID

4500+ REGISTRATIONS / N°3 IN C-SEGMENT



Bestsellers in 2022



2

TOYOTA YARIS HYBRID

4000+ REGISTRATIONS / N°7 IN B-SEGMENT



1

TOYOTA COROLLA HYBRID

4500+ REGISTRATIONS / N°3 IN C-SEGMENT



Bestsellers in 2022



2

TOYOTA YARIS HYBRID

4000+ REGISTRATIONS / N°7 IN B-SEGMENT



1

TOYOTA COROLLA HYBRID

4500+ REGISTRATIONS / N°3 IN C-SEGMENT



3

TOYOTA YARIS CROSS HYBRID

3500+ REGISTRATIONS / N°4 IN B SUV-SEGMENT



ALMOST

80%

TOYOTAS SOLD IN 2022 WERE SELF-CHARGING HYBRIDS



N°1

HYBRID
BRAND IN
BELGIUM!



**Self-charging hybrid,
a rational & logical choice**



Self-charging hybrid, a rational & logical choice



PRACTICAL
NO INFRASTRUCTURE



Self-charging hybrid, a rational & logical choice



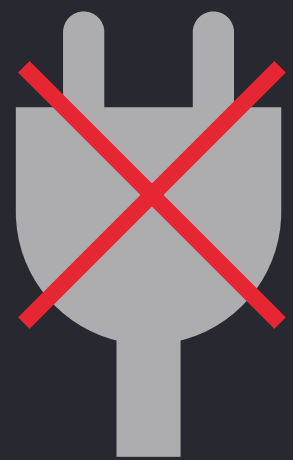
PRACTICAL
NO INFRASTRUCTURE



ACCESSIBLE
HEV FOR PRICE OF ICE



Self-charging hybrid, a rational & logical choice



PRACTICAL
NO INFRASTRUCTURE



ACCESSIBLE
HEV FOR PRICE OF ICE



ECONOMICAL
-25% FUEL



Self-charging hybrid, a rational & logical choice



PRACTICAL
NO INFRASTRUCTURE



ACCESSIBLE
HEV FOR PRICE OF ICE



ECONOMICAL
-25% FUEL



ECOLOGICAL
-30% CO2



No more boring cars



Toyota Aygo X



N°3 IN A-SEGMENT



Toyota GR86



**BEST SPORTS COUPÉ
PRICE/QUALITY**



Toyota bZ4X



**ALL-NEW TOYOTA BEV
COTY FINALIST**



Toyota Corolla Cross



**BEST LAUNCH
IN 5 YEARS**



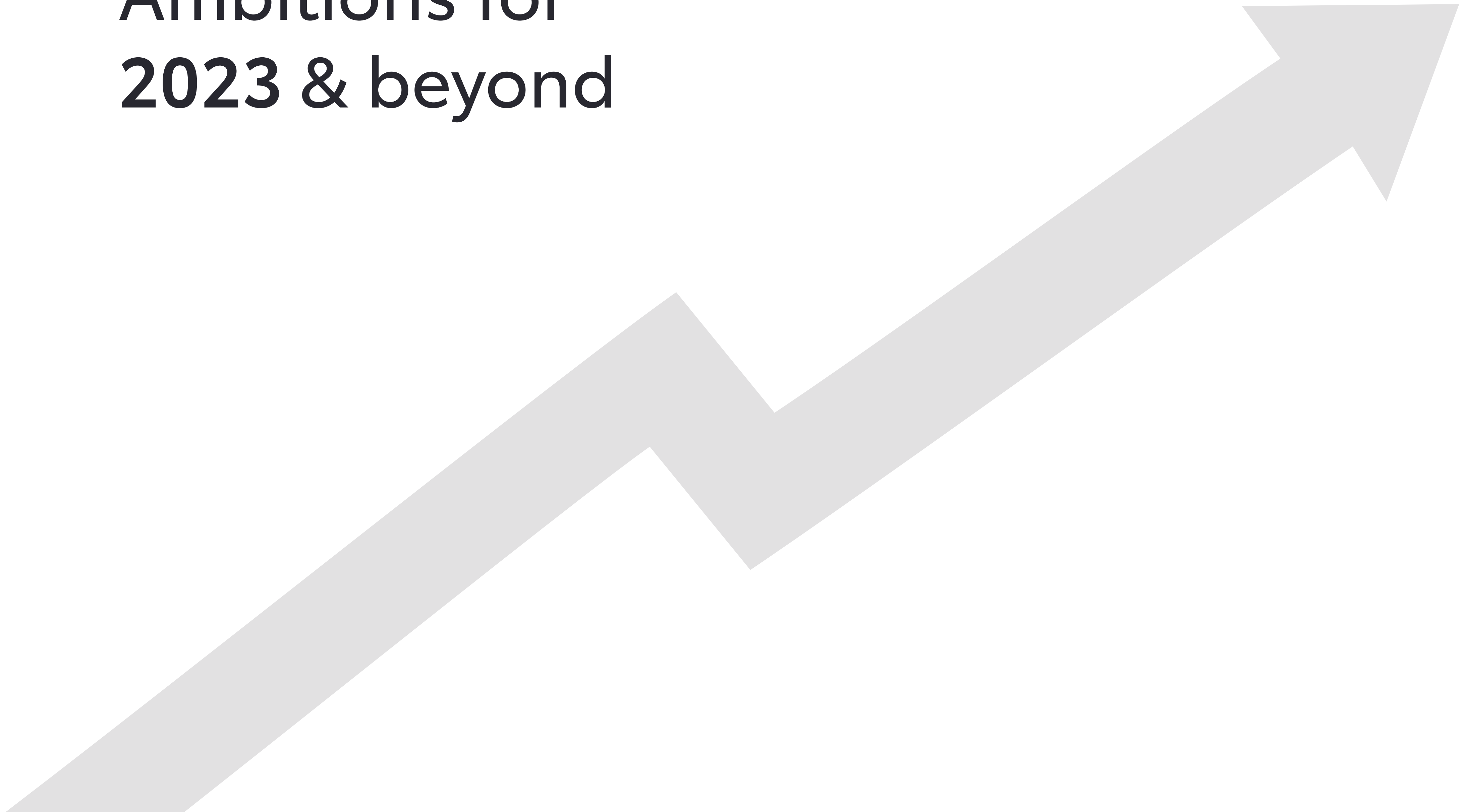


TOT
10
JAAR
GARANTIE

10 years or 200,000 km • Annual Toyota maintenance • New or used cars



Ambitions for 2023 & beyond



Ambitions for 2023 & beyond

CONTINUE
ACCELERATION



Ambitions for 2023 & beyond

CONTINUE
ACCELERATION

CONTINUE
**GROWTH
IN PRIVATE**



Ambitions for 2023 & beyond

CONTINUE
ACCELERATION

CONTINUE
**GROWTH
IN PRIVATE**

CONTINUE
**GROWTH
IN FLEET**



Toyota Corolla FACELIFT



Toyota Prius



Toyota C-HR



Transition to **carbon neutrality**
happens with more than 1 powertrain



Toyota's road to **carbon neutrality** in Europe



Toyota's road to **carbon neutrality** in Europe

HEV LEADERSHIP
SET THE BEV
FOUNDATIONS



Toyota's road to **carbon neutrality** in Europe

2025 

HEV LEADERSHIP
SET THE BEV
FOUNDATIONS

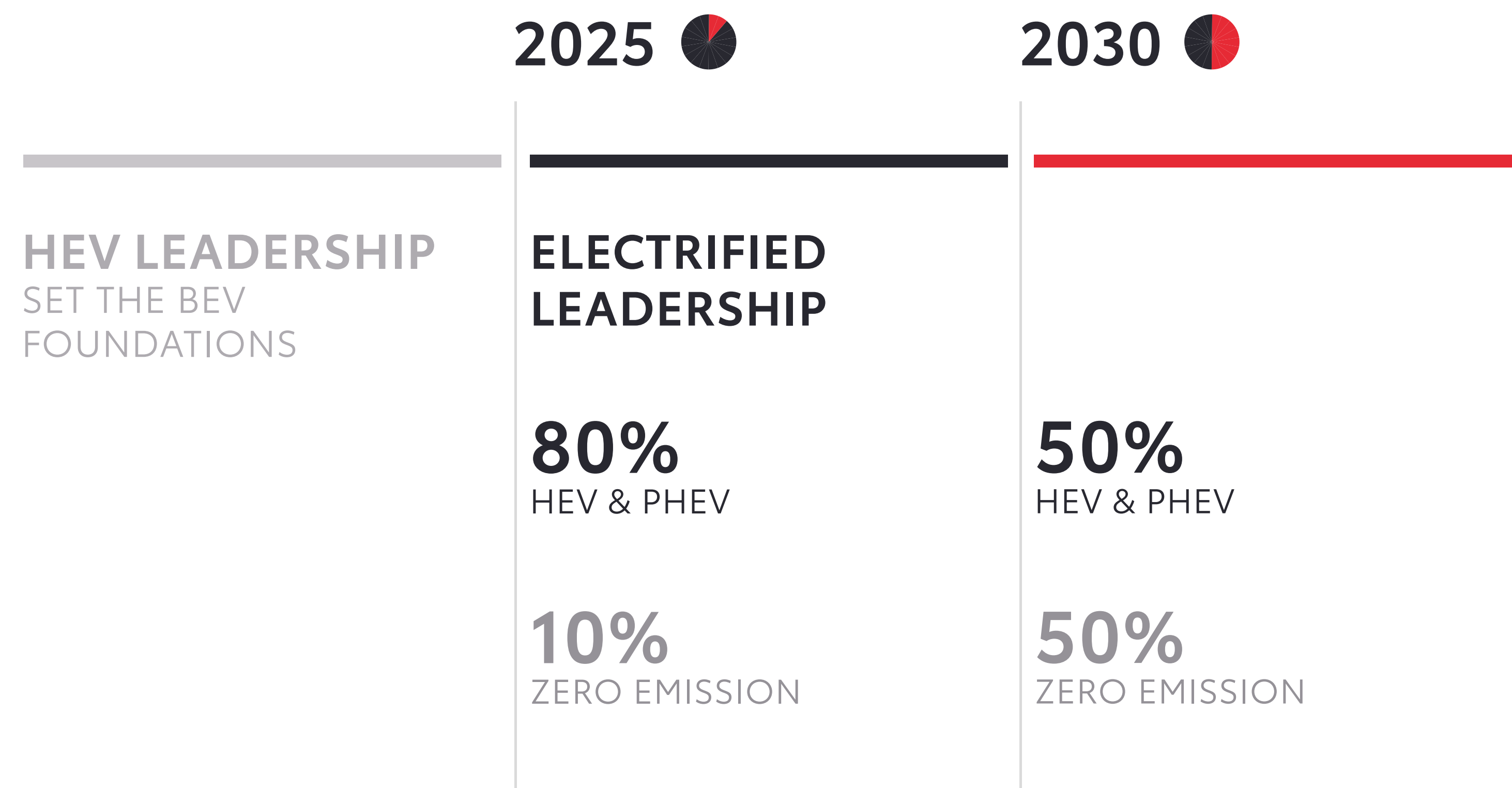
**ELECTRIFIED
LEADERSHIP**

80%
HEV & PHEV

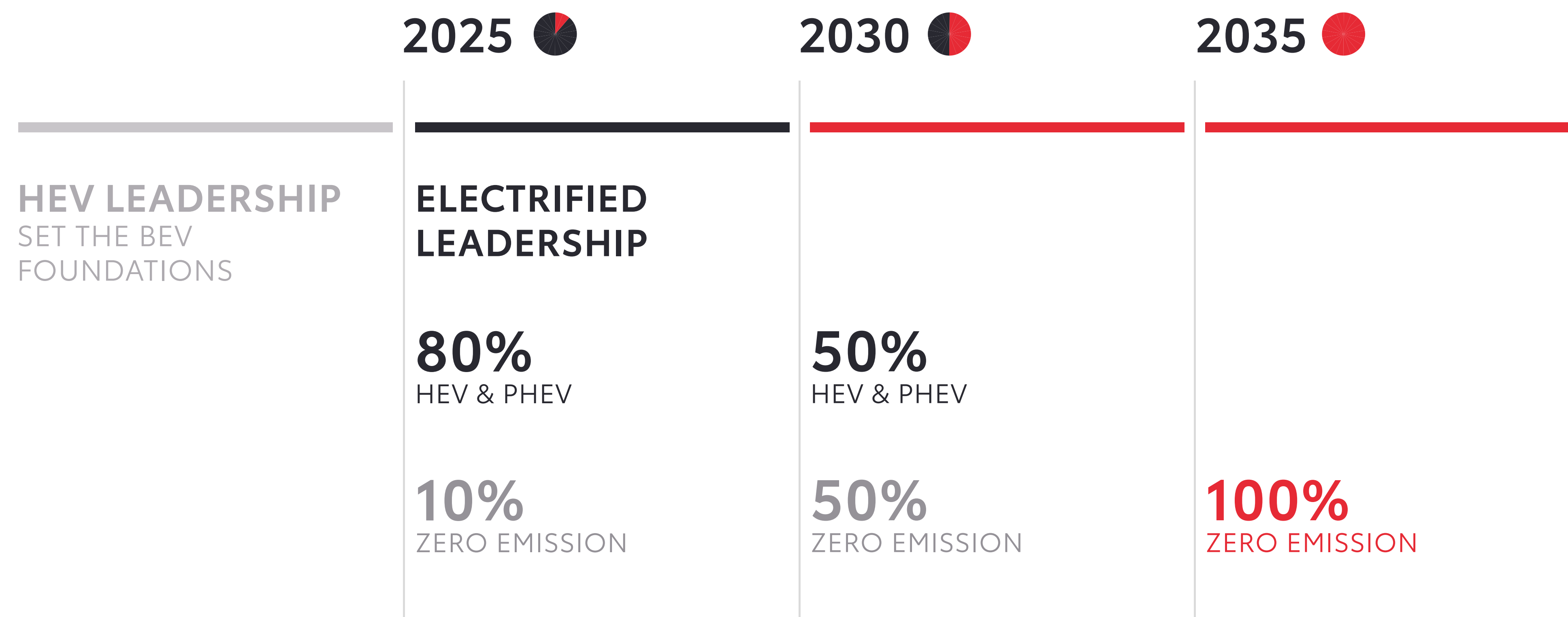
10%
ZERO EMISSION



Toyota's road to **carbon neutrality** in Europe



Toyota's road to **carbon neutrality** in Europe





LEXUS 2022





LEXUS 2022

Impact supply issues





LEXUS 2022

Impact supply issues

Highest sales in 3 years

Excellent performance new Lexus NX

Launch Lexus Relax

Network expanded with 2 dealerships

Network quality increased

→ Building blocks for 2023 & beyond!



LEXUS HEADS INTO 2023 WITH AMBITION & CONFIDENCE



POWER OF LEXUS NX



Still a bestseller in 2023



NEW LEXUS RX & RZ



New power Lexus Electrified



BY 2030,
LEXUS AIMS TO BE A
100% BEV BRAND IN EUROPE



THANK YOU

