

KENSHIKI FORUM 2021  
TOYOTA DEEP DIVE SCRIPT

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Hello and welcome to the Toyota Deep Dive.

My presentation today will be dedicated to Corolla Cross, which is an important launch for us for several reasons.

Firstly, it will strengthen our offer in the C category, where we aim to reach 400,000 sales and a share of 9% by 2025.

Secondly, it completes our family of Corolla derivatives, sitting alongside the hatchback, Touring Sports and sedan.

And thirdly, it completes our SUV line-up, where we can offer consumers the widest range in the market.

The Corolla Cross fills the gap between the Toyota C-HR and the RAV4.

In size and positioning the Corolla Cross enables us to meet different customer needs.

Whereas the Toyota C-HR appeals to a more-style orientated customer, the all-new Corolla Cross is a robust and practical SUV which meets the needs of growing families.

Based on Toyota's TNGA philosophy, the Corolla Cross features the latest GA-C platform developments, which bring benefits to the vehicle's styling, packaging, technology and driving dynamics that will be revealed later in my presentation.

So, let's talk now about style and packaging.

For the highly competitive C segment, we have created a strong and solid design that delivers a true SUV look.

At 4.46 meters in length and 1.825 meters in width, the Corolla Cross sits between the Toyota C-HR and the RAV4 as I said.

Wheelbase is 2.64 meters, which has enabled us to provide a generous interior.

Corolla Cross delivers the blend of comfort and practicality that families look for in a SUV.

This is a practical, solid SUV, with a spacious interior.

Its styling, as you see, is very different from the Toyota C-HR which has more of a coupe design.

Let's take a closer look.

The European model is based on the car available in other markets, but it has been adapted to meet European tastes.

In Europe, we will have a unique combination of headlamps, rear combi lamps and front grille.

Let's look inside.

The 12.3" fully digital combimeter and the 10.5" multimedia display are, again, unique to Europe.

When you look around the interior you find an airy, spacious environment, with good head clearance, and plenty of rear seat space for a growing family.

The big panoramic sunroof helps to further enhance the overall impression of roominess.

The large door apertures make it easy to get in and out, even when carrying a child.

Boot storage is good, and the load space combines a low access height with wide door opening which makes it convenient for loading big objects, like a pram or

kids' bicycle.

Now let's move to the main technical innovations which are new to the entire Toyota brand, introduced for the first time with Corolla Cross.

First of all, the Hybrid powertrain.

No one has more experience of this technology than Toyota.

The Corolla Cross is the first Toyota model globally to benefit from the new fifth-generation hybrid system.

As you heard earlier, we continue to refine and develop hybrid technology because we see it as offering unique benefits as part of our multi-technology approach to carbon neutrality.

Hybrid is accessible, it's practical, and it allows the customer to achieve immediate reductions in CO2 without having to overcome any practical and behavioral barriers.

Toyota's 5th generation, self-charging, full hybrid FWD (front) or AWD-i (intelligent-all-wheel drive) is an evolution of our fourth-generation system with more torque, more electrical power, greater efficiency and increased driving pleasure.

It's the ideal powertrain for the customer who wants a car that's easy to drive, cost-efficient, sustainable and durable.

The Corolla Cross is available with AWD-I as in the RAV4, which is delivered via an additional electric motor on the rear axle.

This gives great confidence and peace of mind in low-grip conditions.

Let's look closer at the changes.

Key components are more compact and lighter in weight, and the transaxle has been re-engineered along with new lubrication and oil distribution systems that

use low-viscosity oil.

This contributes to efficiency and power improvements thanks to reduced electrical and mechanical losses.

The new battery pack system featuring the latest developments of Li-ion batteries is more than 40% lighter than before and more powerful.

Front and rear power control units (PCU) were combined into one block delivering mass reduction by 20% for FWD and 40% for AWD-i versions.

Thanks to all these changes both motor and engine output have improved, resulting in total system output increase of more than 8%.

The consumer is going to feel the benefit of this in terms of better acceleration performance.

Output of the 2.0-liter hybrid is 197 hp, delivering an acceleration from 0-100 km/h of 8.1 seconds.

The 5th generation powertrain's drivability has also been further improved.

The system is now even more linear, predictable and controllable under acceleration, with vehicle speed more closely matching engine revolutions.

You see that the line is smoother, which is closer to the ideal, and better than the previous generation which was more like a series of steps.

This was achieved by recalibrating the relationship between the driver's input on the accelerator pedal and the actual response from the powertrain.

Now let's talk about another technical innovation introduced to Toyota for the first time. The Corolla Cross is the first car to feature multi-configuration 12'3" digital cockpit.

It's a system with totally new hardware and software.

The largest in the segment, it offers maximum space for content, wide flexibility, and customization and personalization options such as fuel consumption, hybrid system operation and navigation.

With Corolla Cross we are also introducing the latest multi-media.

This is faster, always connected and has better resolution with a High Definition 10.5" touch screen.

In addition to standard connectivity, 5 smart connected services will ensure that the car is always connected and up to date.

1. Cloud navigation
2. Road events
3. Voice agent
4. Remote control features
5. Over the Air updates

Together, these will help to deliver the best user experience and peace of mind on the road.

Corolla Cross customers want the reassurance of knowing that they and their passengers are fully protected by the most advanced safety systems.

The car is equipped with the T-Mate series of systems designed to support and make driving safer, whether you're parking, on the motorway, or in the city.

T-Mate is our new communication "umbrella" for all safety and ADAS systems.

As safety technologies evolve it becomes more like a driver's assistant, combining input from a variety of sensors, radars and cameras to make any driving situation not just safer, but more intuitive and anxiety-free.

For Corolla Cross, T-Mate includes the latest generation of Toyota Safety Sense as well as driving and parking assistance.

The Pre-Collision system is now offering for the 1st time Acceleration Suppression at low speed, Intersection Cut-In Traffic Assist as well as expanded oncoming Traffic detection.

Other new TSS functions include an Emergency Driving Stop System (EDSS) and Over The Air Updates (OTA), which allow to keep the functions up-to-date and add new ones during the model life.

In addition, improvements have been made to other systems.

T-Mate also offers driving assistance such as Blind Spot Monitor (BSM) with Safety Exit Assists (SEA), parking assistance with Toyota Teammate Advanced Park, a Panoramic View Monitor (PVM), Rear Cross Traffic Alert with Automatic Braking (RCTAB) and more, as you can see on the screen.

In terms of passive safety, occupants are surrounded by an extremely strong body structure that's enabled by our new GA-C platform, which has prioritized the highest level of safety standards and includes an additional front center airbag.

So that's the Corolla Cross.

With the practicality of a spacious SUV, dynamism of the most advanced hybrid technology, connectivity and safety systems, it helps the modern family to enjoy their daily challenges.