

Bob Carter: 2019 International CES -- Remarks

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As prepared for:

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Toyota Motor North America
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Good afternoon! Thank you for joining us today.

I love coming to CES every year to get a glimpse of technologies powering a revolution in mobility. Now, I've been in the car business for a while, and I've seen it change more than a few times. New, clean, connected, and autonomous products and services that anticipate and respond to our needs in ways we never thought possible.

Technologies that will change society and define the future.

And from concepts Toyota has shown at CES, you can see we're at the cutting edge of this revolution. Now even though new technology is important, what matters is how it serves society. And that's why our global president Akio Toyoda wants our company to transition from an automobile company to a mobility company, pursuing mobility for all.

But what exactly does that mean?

Well, it's about the freedom to move, whether it's across the country, across town, or across the room. It's about "being of service," with universal, inclusive, and accessible mobility solutions providing the greatest number of options to the greatest number of people. Because when you're free to move, anything is possible.

We've already taken several steps to move us closer to our goal of Mobility for All.

Last year we unveiled at CES the e-Palette and Autono-MaaS, our concept for Mobility as a Service. Both of these demonstrate the key pillars that make "Mobility for All" possible – connected, autonomous vehicles, shared mobility on demand, all powered by electrification.

And if you think about it, Toyota has paved the way for vehicle electrification for decades, from the Prius hybrid to the world's first-to market fuel cell electric sedan, Mirai. In fact, in the U.S., over 60 percent of all electrified vehicles on the road are a Toyota or Lexus. Globally, we have sold more than 13 million electrified vehicles.

But Toyota and our entire industry still have a long way to go.

Last year, more than 95 percent of all vehicles sold worldwide were powered exclusively by fossil fuels. At Toyota, our goal by 2020 is to have more than 15 percent of our U.S. sales be electrified vehicles.

Globally, our goal by 2025 is for an electrified option to be available on almost every new Toyota and Lexus model we sell. And by 2030, we intend to sell approximately 5.5 million electrified vehicles per year, including one million zero-emission vehicles.

Now, we know it's not enough just to bring new electrified vehicles to market.

That's why we have our Toyota 2050 Environmental Challenge which is our commitment to have a near net positive impact on the environment by 2050. The challenge includes six major goals, including the complete elimination of greenhouse gas emissions from our operations, and a 90 percent reduction from vehicles by 2050.

We've already put pieces in place to make it happen, including battery technology and advanced fuel cell electric power systems to ensure human mobility is in harmony with the rest of the environment.

And we're collaborating with PACCAR, the parent company of Kenworth, to develop fully-capable, zero-emission electric Class 8 trucks powered by two Mirai fuel cell stacks. The original Portal proof-of-concept truck has logged nearly 10,000 miles hauling freight from the Port of Los Angeles and the Port of Long Beach to rail yards and warehouses across the L.A. Basin.

Thanks to the support of the Port of Los Angeles and the California Air Resources Board, we're putting 10 new trucks on the road to haul even more goods across the Los Angeles area, all with zero emissions.

This is not a science experiment – the goal is to make a difference in society – to improve air quality in and around the Port of Los Angeles. Imagine what we can do with scalability of this project! It is an amazing truck and I encourage all of you to see it for yourself in the PACCAR booth in the North Hall.

In addition, we are pioneering research in artificial intelligence, advanced materials, human support devices, and physical rehabilitation to develop robots that can assist the elderly, physically disabled, and those with injuries. And we're investing in the potential of connected networks that can bring together mobility services with the people who need them.

Now don't get me wrong, we will continue to make great cars, SUVs and trucks for years to come, with the best dealers in the industry continuing to play a vital role. But many years from now, it's possible the future of mobility may not involve moving people at all. It is possible mobility may mean smart and accessible solutions that bring services to society. And Toyota wants to play a leading role in creating this future while staying true to our commitment to provide positive social impact.

This is also why we set up the Toyota Mobility Foundation, which over a year ago launched the Mobility Unlimited Challenge. This contest aims to provide four million dollars in grants to jump-start the development of smart, assistive technologies to help provide the freedom of movement to those with impairments. More than 80 teams applied and today on behalf of the Toyota Mobility Foundation we are proud to announce the five teams selected as finalists take a look. (video plays)

Those are some amazing ideas!

Each will receive a 500 thousand-dollar grant to develop their concept further and the final winner will receive one million dollars in Tokyo in 2020.

I hope you are as excited about the future as we are.

Our journey to be a mobility company is no small task. Impossible, some might say. But Toyota's history is all about taking on challenges that no one believed could be solved and making the impossible, possible. So let's face those challenges together and create a future where Mobility for All is not only possible, it's a reality.

Now, let's have a look at another example of making the impossible, possible.