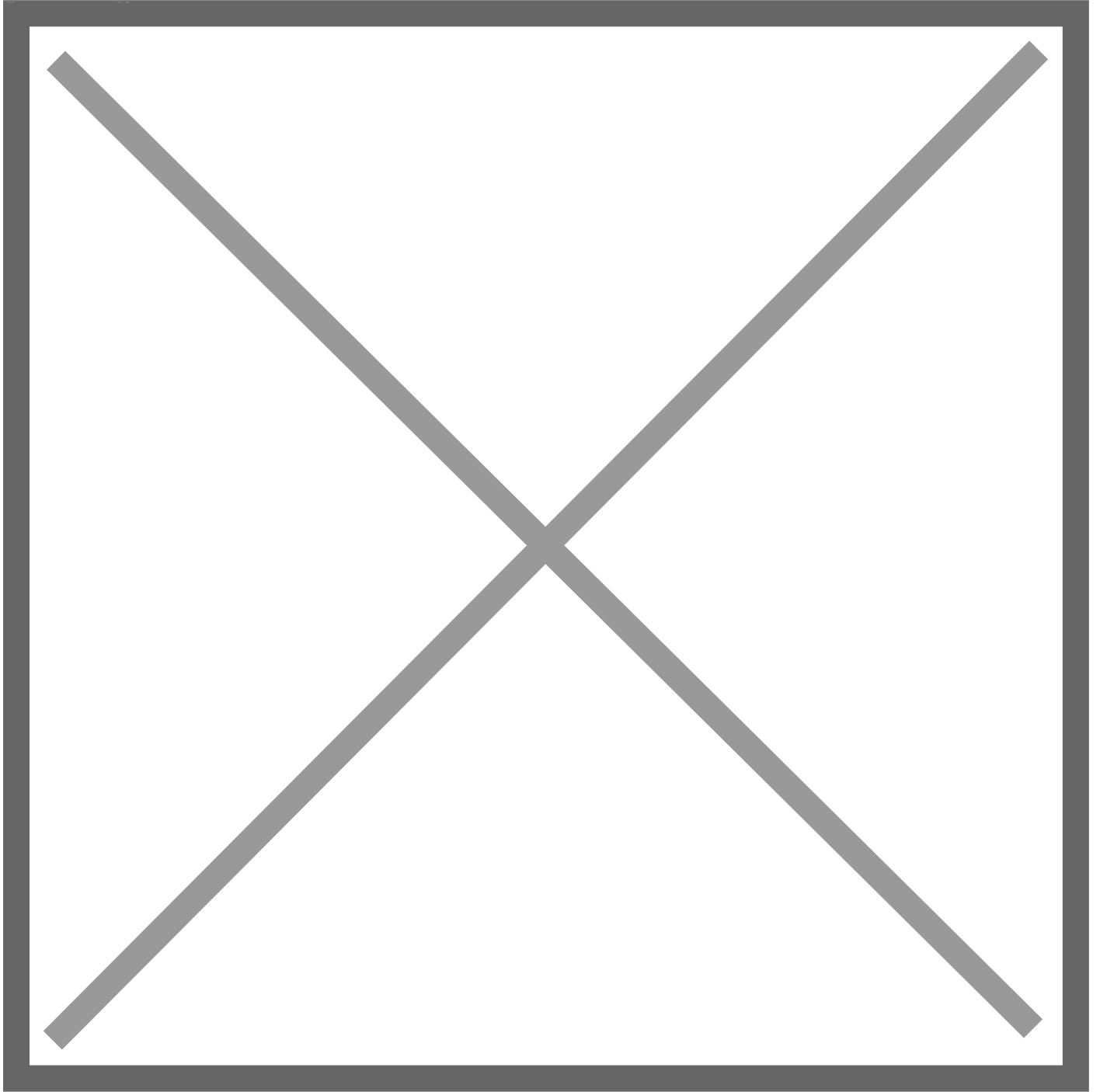


How Toyota Saves 61 Million Gallons of Water Annually

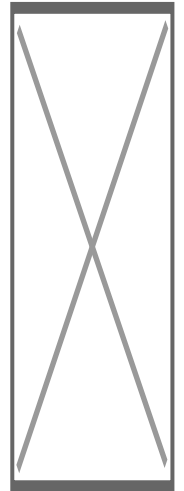
December 16, 2013

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Plant processes, such as painting vehicles, require very pure H₂O. Typically 25 percent of the water coming into a facility doesn't make the cut. But by implementing a system called reverse osmosis that separates impurities before the manufacturing process, Toyota has increased usable water from 75 to 90 percent at several of its plants. Let's hear it for not going with the flow!

For more information about Toyota's environmental efforts, view the North American Environmental Report at <http://www.toyota.com/about/environmentreport2013>.



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