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## Toyota to develop 10 hybrids

The New York Times

THURSDAY, AUGUST 4, 2005

**TRAVERSE CITY, Michigan** Toyota is developing 10 new hybrid electric models for sale worldwide by early in the next decade, the firm's top North American executive said Wednesday.

Toyota is pushing for annual sales of a million hybrid vehicles globally, a plan that would put it far ahead of projections for industry-wide hybrid volume.

"To achieve that goal, we will have to look at offering hybrid power systems in virtually all of our vehicles, including trucks," said Jim Press, president of Toyota Motor Sales, U.S.A., in comments at an auto industry conference in northern Michigan.

Press dismissed concerns raised by some consumers and reviewers that Toyota and Honda were using the technology to increase horsepower in newer hybrid models, eroding fuel

economy benefits.

The hybrid push is a core goal of Toyota's competitive strategy as it looks to increase its overall share of the world's auto market to 15 percent, which would likely vault it past General Motors as the world's largest automaker.

Toyota currently sells three hybrid models in the United States, the Toyota Prius, the Lexus RX 400h and a hybrid version of its Toyota Highlander. The company previously announced two of the 10 new hybrid models, versions of its Lexus GS sedan and Toyota Camry.

So far, only Ford has responded with hybrids comparable to Toyota's popular Prius, though most other automakers have models in the works. Nissan plans to sell a version of its Altima sedan that uses Toyota's technology,

and GM and DaimlerChrysler, companies long skeptical of the technology, have said recently they jointly developing a new hybrid sys for trucks.

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