Challenge 1
New Vehicle Zero CO₂ Emissions Challenge
Reduce global average CO₂ emissions during operation from new vehicles by 90% from Toyota’s 2010 global level

Challenge 2
Life Cycle Zero CO₂ Emissions Challenge
Completely eliminate all CO₂ emissions from the entire vehicle life cycle

Challenge 3
Plant Zero CO₂ Emissions Challenge
Achieve zero CO₂ emissions at all plants worldwide by 2050

Challenge 4
Challenge of Minimizing and Optimizing Water Usage
Minimize water usage and implement water discharge management based on individual local conditions

Challenge 5
Challenge of Establishing a Recycling-based Society and Systems
Promote global deployment of End-of-life vehicle treatment and recycling technologies and systems developed in Japan

Challenge 6
Challenge of Establishing a Future Society in Harmony with Nature
Connect nature conservation activities beyond the Toyota Group and its business partners among communities, with the world, to the future
Fuel Cells will play an integral role in Toyota’s Environmental Challenge 2050
10 ZEV CLASS 8 TRUCKS

80,000 GVWR CAPACITY