

MEDIA BRIEFING

Toyota Motor Corporation Unveils Bold Future Mobility Vision at 2025 Japan Mobility Show

- New 5 brand structure – Century, Lexus, GR, Toyota and Daihatsu – with Century and GR as stand-alone brands, is a statement of Toyota Motor Corporation’s vision for the future
- Century - with its rich uninterrupted heritage emerges as a stand-alone ultra-luxury brand
- Lexus – redefines luxury with ‘Discover’ philosophy, with the freedom to be a pioneer and “imitate no one”
- GR – stand-alone brand dedicated to motorsport, the joy of driving and key development area for people and new technology areas
- Toyota - reconfirms its role of providing ‘Mobility For All’ and focuses on a multi-pathway approach to deliver sustainable mobility solutions to customers worldwide

Tokyo, 29th October 2025 – Toyota Motor Corporation (TMC) has unveiled its new brand approach and updated vision at the Japan Mobility Show. Reconfirming its commitment to “Mobility for All” the company explained its evolving identity, which centres on innovation, inclusivity and sustainability in order to provide practical mobility and carbon reduction solutions to its customers worldwide. In addition, with a new five-brand portfolio and a range of thought-provoking concepts, TMC is demonstrating its leadership in shaping the next era of mobility for all customers worldwide.

Toyota Motor Corporation vision and strategy for leadership

During press conferences at the Japan Mobility Show, Chairman Akio Toyoda, President & CEO Koji Sato and Chief Branding Officer Simon Humphries explained the overall direction for the company’s core business.

TMC will restructure its global presence into five distinct brands: **Toyota, Century, Lexus, GR (Gazoo Racing), and Daihatsu**. Each of the TMC brands now has a clearer role than ever before, with each complementing the other while staying true to the founding principle inherited from Sakichi Toyoda: invention for people, wherever they are in the world and whatever their circumstances.

Century

Century will become a stand-alone ultra luxury brand, positioned at the pinnacle of the TMC portfolio.

Drawing on its rich and uninterrupted lineage as a consistent part of the Toyota organisation since its birth, Century can lay claim to being a pure-bred ultra-luxury brand. Representing over 100 years of

heritage, craftsmanship and Japanese industrial innovation, Century has an unbroken thread through four generations of the Toyoda family, which makes it unique in the ultra-luxury segment.

The brand is unveiled with the new Century Coupe Concept joining the new Century and the GRMN Century sedan. Featuring classical Japanese craftsmanship in contemporary design, each vehicle will be handmade and hand-finished, bespoke to customer specifications.

In announcing Century as a standalone brand, Akio Toyoda emphasised that Century did not have such a clearly defined place in the past but now stands as “Top of the Top, One of One”

For Akio Toyoda raising Century to a higher level of visibility is more than elevating the brand itself: *“I believe now more than ever, we need the Century. The name is said to represent the hundredth anniversary of the Meiji era, and of the birth of Sakichi Toyoda, the Toyota Group’s founder. For me, it is about creating the next one hundred years”* said Akio Toyoda, Chairman, TMC

Lexus

Lexus announced today that it is embarking on a future of discovery and innovation that will redefine how it is positioned in the automotive space and how it will go beyond automotive into wider products and experiences.

This freedom to pioneer coincides with a clarification of the role of Lexus alongside its new sibling brand, Century. *“With Century in the exclusive, ultra-luxury space, Lexus now has the freedom to strengthen its promise to the mainstream luxury space. And that promise is to discover: to think independently, confidently; to be adventurous and innovative and question the very definition of luxury at the heart of the marketplace”* said Simon Humphries, Chief Branding Officer, TMC

For further information about Lexus at Japan Mobility Show, please refer to the separate press release issued by Lexus Europe.

GR

GR – Gazoo Racing – is dedicated to motorsport, the joy of driving and the development of people and technologies through intense competition on circuits and rally courses. Not present at Japan Mobility Show, further information about GR will be revealed towards the end of the year and at the Tokyo Auto Salon in January 2026.

Toyota

‘Mobility for All’ defines Toyota’s commitment to providing the right mobility solution for each customer worldwide.

Toyota brand products champion a **multi-pathway strategy** for decarbonisation, offering a range of technologies—hybrids, plug-in hybrids, battery electric vehicles, hydrogen fuel cells and renewable fuels. This approach enables all customers to reduce their carbon emissions as much as possible, as soon as possible, positioning carbon as the true enemy and advocating for flexibility and inclusivity in the transition to zero-emission mobility.

- **Corolla Concept:** Toyota unveils a future vision for Corolla, reinventing the best-selling car of all time. The new Corolla Concept is designed to offer a variety of powertrains and configurations to suit different needs around the world, reinforcing the idea that no one should be left behind on the path to carbon neutrality. Technological innovation enables the

flexibility for Corolla Concept to be a battery-electric vehicle (BEV), plug-in hybrid (PHEV), hybrid (HEV), or internal combustion engine vehicle – perhaps running on Carbon Neutral fuels. Whatever the power source, Toyota’s vision is to make good-looking cars that everyone will want to own and drive

- **IMV Origin:** IMV stands for Innovative International Multi-purpose Vehicle, a platform originally developed to support Toyota’s global strategy of producing versatile vehicles. Designed for challenging environments, especially rural Africa, the **IMV Origin** can be assembled on site and adapted to a variety of local needs. The basic flatbed concept empowers users to define how they use and optimise the vehicle for their work and their lives. At its core is an ultra-simple structure that can be assembled or repaired by anyone, and its flexibility is intended to be an enabler for local community’s economic activities.
- **Land Cruiser FJ:** Destined for selected Asian, Middle East, South and Central American markets, the Land Cruiser FJ signals how Toyota is extending the legendary Land Cruiser brand for different customer needs. It brings the Land Cruiser experience to a new generation, focusing on accessibility, functionality, and customisation.
- **Kayoi bako:** Toyota unveils the expanded Kayoi bako world - a visionary range of interconnected mobility solutions designed to revolutionize the commercial sector. Building on the success of the original Kayoi bako concept, it has evolved since 2023 to achieve a more practical design. It’s conceived as social infrastructure mobility that delivers services to customers, seamlessly easing the burden of daily work across delivery, construction, day care.
 - “L” is intended primarily for robo-taxis in human transport.
 - The larger XL is intended for people carrying heavy loads
- Other mobility options for last-mile delivery include CHIBIBO, KB LIFTER, and COMS-X
- **Me Amplified Series:** since the 1960s, Toyota has offered the Welcab Series for people with disabilities. Our aim is to not only eliminate barriers between people with and without disabilities but also provide greater value through joy and excitement. The Me Series is the name of a concept series in a new inclusive design initiative, using advanced technology to customize mobility solutions for a broad spectrum of needs. This initiative is about more than just vehicles - it’s about amplifying opportunity and empowering everyone, including families and children, to live life to the fullest.
 - **Boost Me** eliminates steps for seamless mobility indoors and outdoors.
 - **Walk Me** is an electric wheelchair with high off-road capability that can traverse many kinds of terrain and overcome steps, letting anyone enjoy the ultimate adventure.
 - **Challenge Me** lets all people compete in sports on equal footing.

By establishing clear roles for each of its 5 global brands - Century, Lexus, GR, Toyota and Daihatsu – and by highlighting its commitment to providing ‘Mobility For All’ via a multi-pathway technology approach, Toyota Motor Corporation (TMC) has communicated how it’s bold vision for the future.

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Notes to the editors:

Toyota Motor Europe NV/SA (TME) oversees the wholesale sales and marketing of Toyota, GR (Gazoo Racing) and Lexus vehicles and parts and accessories, as well as Toyota's European manufacturing and engineering operations. Toyota directly employs over 26,000 people and has invested over EUR 12 billion in Europe since 1990. Its eight European manufacturing plants are located in Portugal, the UK, France, Poland, Czech Republic and Turkey. Today, there are approximately 14.7 million Toyota and Lexus vehicles on European roads, whose drivers are supported by a network of 28 National Marketing and Sales Companies and around 2,800 retail sales outlets in 53 countries (EU, UK, EFTA countries, Israel, Turkey and other Eastern European countries). In 2024, TME sold 1,217,132 vehicles in Europe for a 7.1% market share. For more information, visit www.toyota-europe.com.

Toyota believes that when people are free to move, anything is possible. In the pursuit of "Mobility for All", Toyota aims to create safer, more connected, inclusive and sustainable mobility to achieve its mission of producing "Happiness for All". In Europe, TME launched the KINTO mobility brand which offers a range of mobility services in 20 countries, and is growing its business-to-business sales of zero-emission fuel cell products and engineering support. Contributing to the UN Sustainable Development Goals, Toyota is working to achieve carbon neutrality in its entire business across Europe. A historic leader in CO2 reduction in Europe, TME aims to achieve 100% CO2 reduction in all new vehicles in Western Europe by 2035 and will continue to offer a full range of electrified powertrains to customers across the region with its hybrid, plug-in hybrid, battery and fuel cell electric vehicles.