

■Feature Topic The Super-Compact EV COMS

1. Concept (Serve all customers)

The concept diagram illustrates the Super-Compact EV COMS serving four main customer segments:

- [Easy/Stylish]**: A woman sitting at a table outdoors near a car.
- [Cargo Capacity]**: Two people loading a white EV COMS with luggage.
- [Shopping/Short Trips]**: A woman carrying groceries from a shop.
- [Commuting to School and Work]**: Two people walking together.

Central text: **Mobility Made Easy**

Bottom text: Short ちょっと Trips お出かけ to Town 街まで Made Easy スイサイ
C hotto O dekake M achimade S uisui

<For the Enjoyment of Our Customers>

"As a vehicle to get around town that achieves basic functionality (convenient car concept), we have aimed to provide "solid quality(reassurance) as the Toyota Auto Body brand" and "a design all people want to drive at an affordable price."

Design

Comfort

Convenience

Reassurance



Presenting the New Model

COMS

click The Development of COMS

Product Planning: Voice of the Person in Charge



Product Planning Center
Takeshi Matsunaga

We engaged in developing an environmentally friendly, simple, convenient, and economical "New Model COMS" with the thinking that it should be useful hereafter in the making of new towns, new lifestyles, and new business styles.

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2. For the Enjoyment of Our Customers (4 Points)

Achieve a **design** liked by all from young to old, and that appeals strongly to females.



coms
New Generation

<Key sketch>



Personal use model



Business use model

Expression of newness and familiarity

■ “**New Genre Mobility**” that combines the security of a four-wheel vehicle that achieves the mobility and pleasant feel of a bike.”



Styling point

Front styling expresses familiarity of an egg-shaped capsule.



<Key sketch>

Aiming to achieve the joy of driving for the body



■ Centered driving position expected of a single-seat EV vehicle, and an operational feel and **an interior space of “open airiness” never before seen.**



Styling point

The appeal of the functional beauty of the pipe combination, unique seats, and excellent front view afforded by the thin instrument panel all allow the driver to experience the feel of the wind and the fun of driving.



Award Received for GOOD DESIGN BEST 100

From among 3132 entries for the “GOOD DESIGN AWARD 2012”, our **COMS was selected to be among “100 designs indicative of the future”.**



The cuteness of the design is also popular with children

Design Voice of the Person in Charge



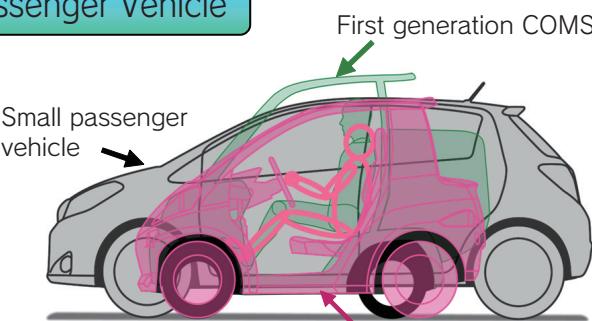
Design Department
Katsunori Shibuya

It is with great honor to receive this award. In directly sensing responsibility of design impact, I'm aware always hereafter of the kinds of vehicle designs customers are interested in driving.

Achieving a **Comfortable** Ride Similar to a Passenger Vehicle

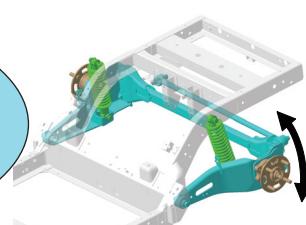
Aiming Toward Ease of Drivability

- A feeling of security by being able to operate COMS with the same driving posture and ability to get in and out of the vehicle as a passenger vehicle.
- Being a single-occupant vehicle, COMS' width both right and left allow for easy turning.



Aiming Toward A Secure Feeling When Driving and Improved Ride

- Elimination of the rough feel of poor roads by providing sufficient suspension stroke.
- Increased role stiffness of the torsion beam provides a secure feeling when driving.



New rear suspension construction:
Torsion beam type coil spring

COMS User Comment



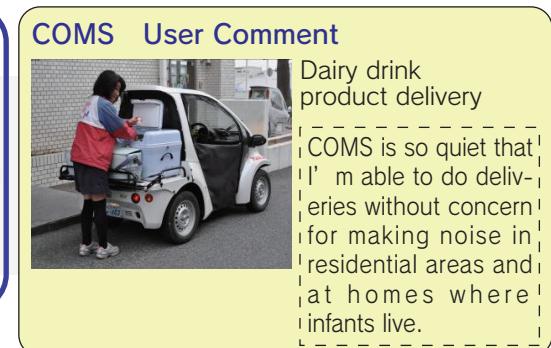
Buddhist monk on home visits to parishioners
The short turning radius allows for driving with ease along narrow roads

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2. For the Enjoyment of Our Customers (4 Points)

Achieving **Convenience** That Meets Our Customers' Various Needs

Catering to every need of the customer



Easy to Use, Economical, and an Ease to Drives Along Narrow Roads

Minimum turning radius : 3.2m



Rechargeable from a 100V home electrical outlet



Economical Maintenance Cost

Vehicle performance	Maximum speed	60km/h
	Distance per charge (estimated for city driving)	50km
Fuel efficiency	Full charge time	6h
	Full charge cost	Approx. 120 yen
	(Electricity cost per 1 km)	(Approx. 2.4 yen/km)

(Calculated at 23 yen/kwh)

Providing Safety and **a Sense of Security** to Our Customers

We have improved basic performance involving “driving, turning, and stopping” by evaluating various, potential vehicle uses.



Flooded road driving test



Uneven surface driving test



Poor road condition driving test



Driving test on tufts of grass



Durability driving test



Snow driving test



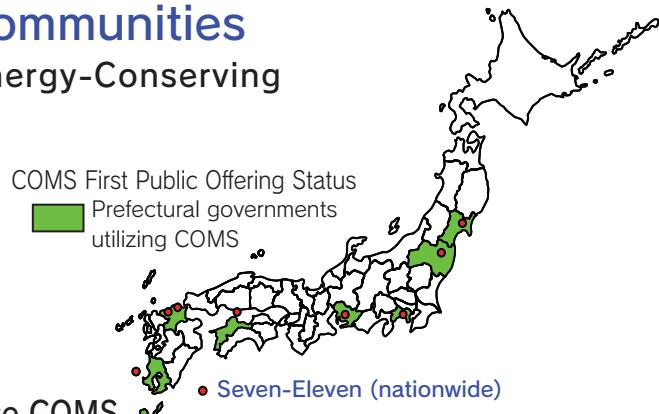
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3. Contributing to the Regional Communities

Looking Toward Creating Low-Carbon and Energy-Conserving Communities That Use COMS

The new model COMS has various uses in cities, towns, and villages communities throughout Japan since being introduced for sale. In addition, we are progressing with efforts to give new life to communities with the establishment of the National Land and Transportation Ministries' Super-compact Mobility Certification System, prefectural governments took the lead in initiating the introduction and testing of COMS with a first publicly offering to 15 businesses, of which nine businesses have utilized 419 COMS.

Example of Prefectural Government Plans to Introduce COMS



<Sharing> Aiming toward optimal utilization of vehicle and public transportation

Low-Carbon Society System Demonstration Project

(Toyota Motor Corporation in Toyota City)

(Communities using COMS)

- Fujisawa City, Kanagawa Pref.

We are aiming toward optimizing use of vehicles and public transportation by providing COMS for car sharing.



"Smart Mobility Park" (At Toyota Ecoful Town)
From a Toyota Motor Corporation News Release

<Isolated islands> Ease of driving along narrow roads and the convenience of charging at home

The economical COMS, capable of handling narrow roads, is being considered for rental use by tourists and residents.



(Communities using COMS)

- Kamijima Town, Ehime Prefecture
- Munakata City, Fukuoka Prefecture
- Satsumasendai City, Kagoshima Prefecture

Toba City, Mie Prefecture

Demonstration tests on isolated islands

<Measures for an aging society> Making daily shopping more "convenient" and "comfortable" !

セブンルルくお届け便 全国 Seven-Convenience Delivery Service nationwide

This delivery service began when Seven-Eleven Japan Co., Ltd. received many requests from customers wanting to "go shopping without the hassle of hauling their purchases home" and also those customers who "wish someone would carry their purchases home."



From a Seven-Eleven News Release

<Tourism> COMS: An easy way to get around

COMS is under consideration for tourist rental use in various sightseeing areas throughout Japan.



Ise City, Mie Prefecture
For tourist rental use

(Communities planning to introduce COMS)

- Fukuoka City, Fukuoka Prefecture

<Public sharing service> Zero emissions and pleasant, quiet running

In receiving acclaim for "zero emissions" and "quiet running", COMS is serving in nursing care work and disaster area recovery support visits.



(Communities planning to introduce COMS)

- Misato Town, Miyagi Pref. Care worker visit use
- Fukushima Prefectural Police Headquarters Temporary housing visit use

Takahama City, Aichi Prefecture
Nursing care worker visit use

Receiving the Nikkei MJ Outstanding Award

Toyota Auto Body received the Nikkei MJ Outstanding Award together with Seven-Eleven Japan Co., Ltd. at the "Nikkei Best Product and Service Award of 2012" Ceremony in January, 2013.



"Nikkei Best Product and Service Award of 2012" Ceremony