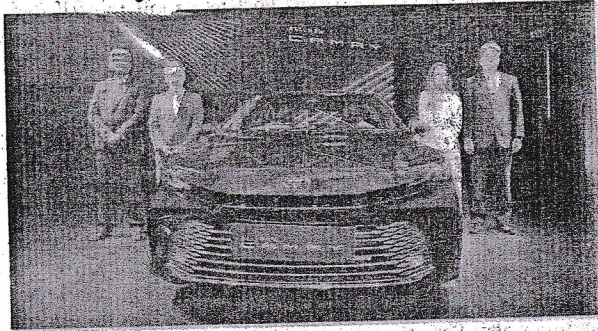


# Toyota launches hybrid Camry at ₹48 lakh



**NEW LINE-UP.** (from left) Sabari Manohar, V-P, Sales-Service-Used Car Business, Toyota Kirloskar Motor; Masakazu Yoshimura, Chairman and MD & CEO; Manasi Tata, V-C of Toyota Kirloskar Motor & Toyota Kirloskar Auto Parts (TKAP); and Tadashi Asazuma, Deputy MD, Sales-Service-Used Car, Toyota Kirloskar Motor & Lexus India

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Toyota Kirloskar Motor (TKM) has launched the hybrid Camry in India, aiming to strengthen its foothold in the sedan segment, where it currently holds a 32 per cent market share.

According to Sabari Manohar, Vice-President, Sales-Service-Used Car Business at Toyota Kirloskar Motor, the company anticipates growth in the sedan segment. "Currently holding a 32 per cent share, we expect this to increase by attracting more customers, both existing and new, with the launch of the new hybrid Camry." The cars will be assembled at Toyota's Bidadi plant in Bengaluru.

Toyota sees significant opportunities in the untapped potential of greener technologies. Vikram Gulati, Country Head and Executive Vice-President of Corporate Af-

fairs and Governance at TKM, highlighted the outlook. "The EV penetration in India stands at 2.5 per cent, and hybrids account for 2.345 per cent, leaving 95 per cent of the market untapped. This underscores the need to accelerate the adoption of greener technologies, as vehicles sold today will remain on the roads for the next 15 years, influencing emissions over that period."

Globally, Toyota expects battery electric vehicle (BEV) sales to reach 1.5 million units by next year and between 3 and 3.5 million units by 2030.

The Hybrid Camry is priced at ₹48 lakh and is equipped with a 5th Generation Hybrid System with a Lithium Battery and a 2.5L Dynamic Force Engine, providing fuel efficiency of 25.49 km per litre.

The vehicle offers an 8-year or 1,60,000-km warranty on the battery, whichever comes first.