



ALWAYS A
BETTER WAY

IP HORIZON 5.0 CONFERENCE

ALICANTE, 26 - 27 SEPTEMBER 2019

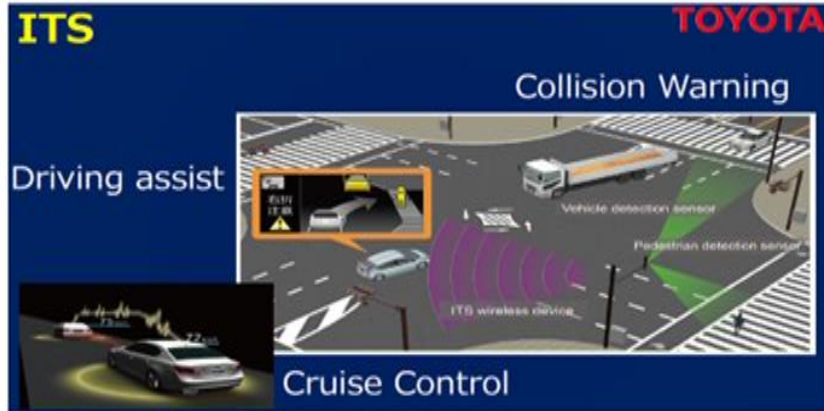
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Video

<https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FaNkKZuKbVKc&data=02%7C01%7Cmark.friedlander%40toyota-europe.com%7C827609b27baf42b7bd8708d73880774a%7C52b742d13dc247acbf03609c83d9df9f%7C0%7C0%7C637039996716707408&am p;sdata=6p3KNRnSlvfxtYccz1SSJofsYOmMuG2nS1jWoqo%2B%2BN0%3D&reserved=0>

CONNECTED CARS

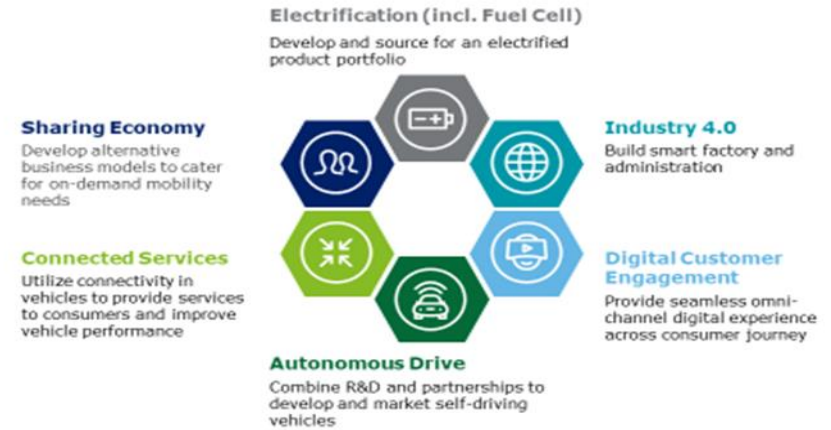


ONE TOYOTA

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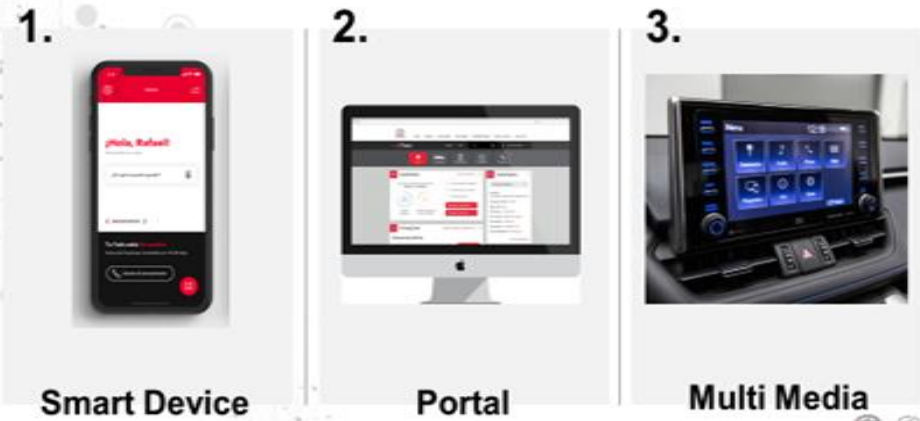


Shaking up the industry



Source: Deloitte Analysis
2017 Deloitte

New ways to connect to Car and Services



TOYOTA