

Pressing button can make a difference

Putting vehicle in Eco mode helps environmentally

It can become overwhelming to think about how to minimize our impact on the environment. Did we remember to recycle? Turn off the lights when we exited a room? Compost our leftovers?

The smallest changes make a positive difference. For example: Driving in Eco or EV in gasoline or hybrid vehicles.

Engineers and data scientists from data-and-mobility-services company Toyota Connected North America (TCNA) focused on learning how much one push of a button could reduce drivers' carbon emissions. TCNA recorded data in real-time from more than 2,000 corporate-owned Toyota and Lexus vehicles over a seven-day period and recorded more than 483,000 miles in Eco or EV mode.

Scientists compared data from driving in Eco mode, a baseline of daily driving taken before the campaign to measure improvements. The TCNA team sifted through more than 2.5 million miles from all participating and nonparticipating vehicles.

From that sample, the estimated-collective impact of the study's participants' emission reductions were:

- The equivalent of 748 trees sequestering carbon for 10 years.
- 45,235,623 g of CO2 reduction

**One push of a button.
Drive in Eco mode.
Make a difference.**



IN THE MOOD – Drivers can help improve the environment by putting their vehicles in Eco mode when driving them. *Image: NewsPress USA.*

of greenhouse gases compared to the baseline.

- 5,091 gallons of gasoline saved.
- \$18,304 of fuel-cost savings based on the national average.

"We have the ability to use data to help empower customers so that they can make a difference," said Brian Kursar, chief technology officer, TCNA. "While this study

focused on Toyota-owned vehicles, we know there are millions of connected Toyota and Lexus vehicles in the U.S. If everyone drove in Eco mode, it could help greatly reduce our collective CO2 output. Given how successful this internal campaign was, we'd love to see where we can take this initiative, and we hope we inspire other automakers to do

the same."

TCNA found in its initial study that using the Eco mode could reduce tailpipe CO2 output in a hybrid by 4% because it already captures energy from brakes and downhill coasting. In full internal-combustion-engine vehicles, scientists say that using the Eco button could reduce tailpipe CO2 by as much as 26%. The benefit of Eco mode is that it remaps throttle inputs for gentler acceleration and optimizes the HVAC to conserve energy.

"Toyota companies are dedicated to helping reduce carbon emissions to advance achieving a net-zero society and are challenging ourselves to how we can continually help our drivers do the same," said Olarinre Salako, senior data scientist, TCNA. "Connected cars open up a world to see how we can use data for good and how we can unlock the full potential of our Toyota and Lexus vehicles."

Kursar added: "To get to a carbon-neutral society, we're all going to have to pitch in. Pressing one button in your car to activate Eco mode is one small contribution that our data scientists have shown can benefit everyone."

In a world populated by more than 8 billion people, a press of a button can make a significant impact to improving its environment.

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