

Toyota NZ Prius Launch Events 2009

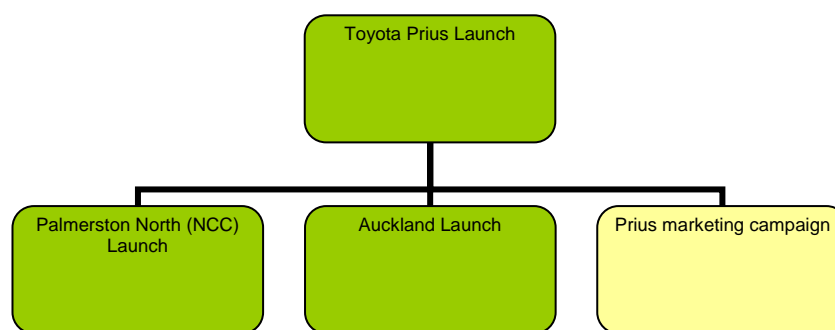
Toyota Prius Launch Events 2009 meets the requirements of carboNZero^{Cert™} certification having put in place a greenhouse gas emissions management plan prior to the event, measured emissions in accordance with the requirements of ISO 14064-1:2006 during the event and neutralised the remaining unavoidable emissions through the cancellation of an appropriate number of verified carbon credits in respect of the events held in Palmerston North on 4-7/08/2009 and in Auckland on 12/08/2009.



Introduction¹ – Toyota NZ Limited imports and distributes new cars from the parent company (Toyota Motor Corporation) in Japan and other related companies worldwide. The company implements a wide range of activities to reduce its greenhouse gas emissions, and was the first New Zealand car company to have its operational activities carbonzero certified.

The Toyota Prius is widely recognised as one of the most fuel efficient, low emission cars on the market. These environmental considerations are reflected in the launch of the third generation Prius in August 2009.

Boundary – the diagram below shows the organisational structure used for describing the Toyota Prius Launch greenhouse gas (GHG) emissions inventory, and what business units were included in the carboNZero certification. Yellow business units were excluded from the certification.



Consolidation approach – Operational control

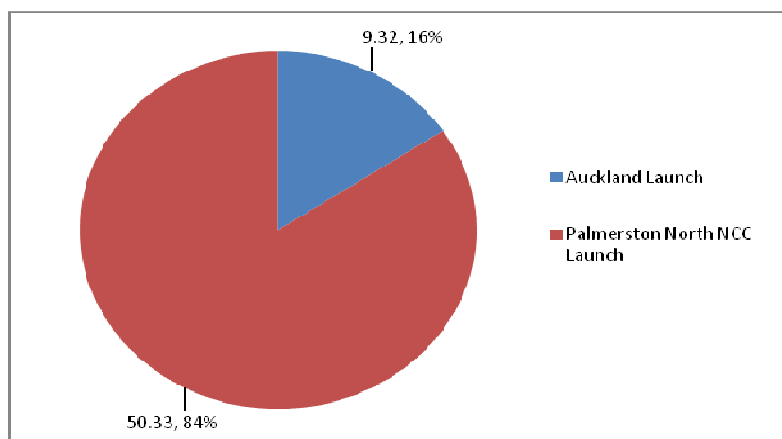
Base year – The event period included a four day launch (4 -7/08/2009) at Palmerston North and a one day launch in Auckland.

¹ **Disclaimer:** This Disclosure Statement is a summary of the verified information considered for certification and the certification decision. It should not be taken to represent the full submission for certification. While every effort has been made to ensure that the information in this Disclosure Statement is accurate and complete, Landcare Research does not, to the maximum extent permitted by law, give any warranty or guarantee relating to the accuracy or reliability of the information.

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Event period – 04/08/2009 to 07/08/2009, 12/08/2009

GHG emissions source inclusions – the diagram below shows the operational GHG emissions for Toyota Prius Launch by emissions source. The Toyota Prius Launch total emissions for this period were 59.65 tonnes carbon dioxide equivalents (CO₂e) comprising 0 tonnes CO₂e Scope 1, 0 tonnes CO₂e Scope 2 and 59.65 tonnes CO₂e Scope 3 emissions.



GHG emissions source exclusions – the following emissions sources were excluded due to data unavailability or emissions source not relevant to the event:

Palmerston North Launch

- Air conditioning refrigerant
- Waste to landfill
- International freight of cars
- Attendee travel to and from home

Auckland Launch

- Waste management
- Air conditioning refrigerant
- International freight of cars

GHG emissions reduction commitments – The Toyota Prius Launch implemented a GHG emissions reduction plan. Some projects in this plan include:

- Using venues which had a strong focus on energy and waste management;
- Coach transfers to and from Palmerston North airport and venue (to reduce the number of taxi trips and private car pick ups);
- Holding launch in two locations (i] central to dealer network; and ii] closest to fleet customer base) to reduce travel;
- Minimal event materials to reduce waste (brochures, handouts, catering etc).

Offset – 60 tonnes CO₂e. VERs² from Palmerston North City Council's Landfill to Gas project. Serial numbers PREVER-CMSLTD-AWAPUNI-07-0000007924 –PREVER-

² VERs are created by eligible projects for emissions reductions achieved up to the end of 2007.

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CMSLTD-AWAPUNI-07-0000007983 have been cancelled (or equivalent) on the Markit Environmental Registry. Carbon credits were not required to offset emissions from purchased electricity because all electricity is purchased from Meridian Energy.

Verified by – carboNZero Strategic Business Unit.

Threshold of materiality – excluded emissions do not exceed 5% of the total footprint for organisation and product boundary stated.

Level of assurance – Limited assurance

Certification status – carboNZero certified “event” covering organisational activities, attendee travel, activities during the event.

Certificate number – 2009083J