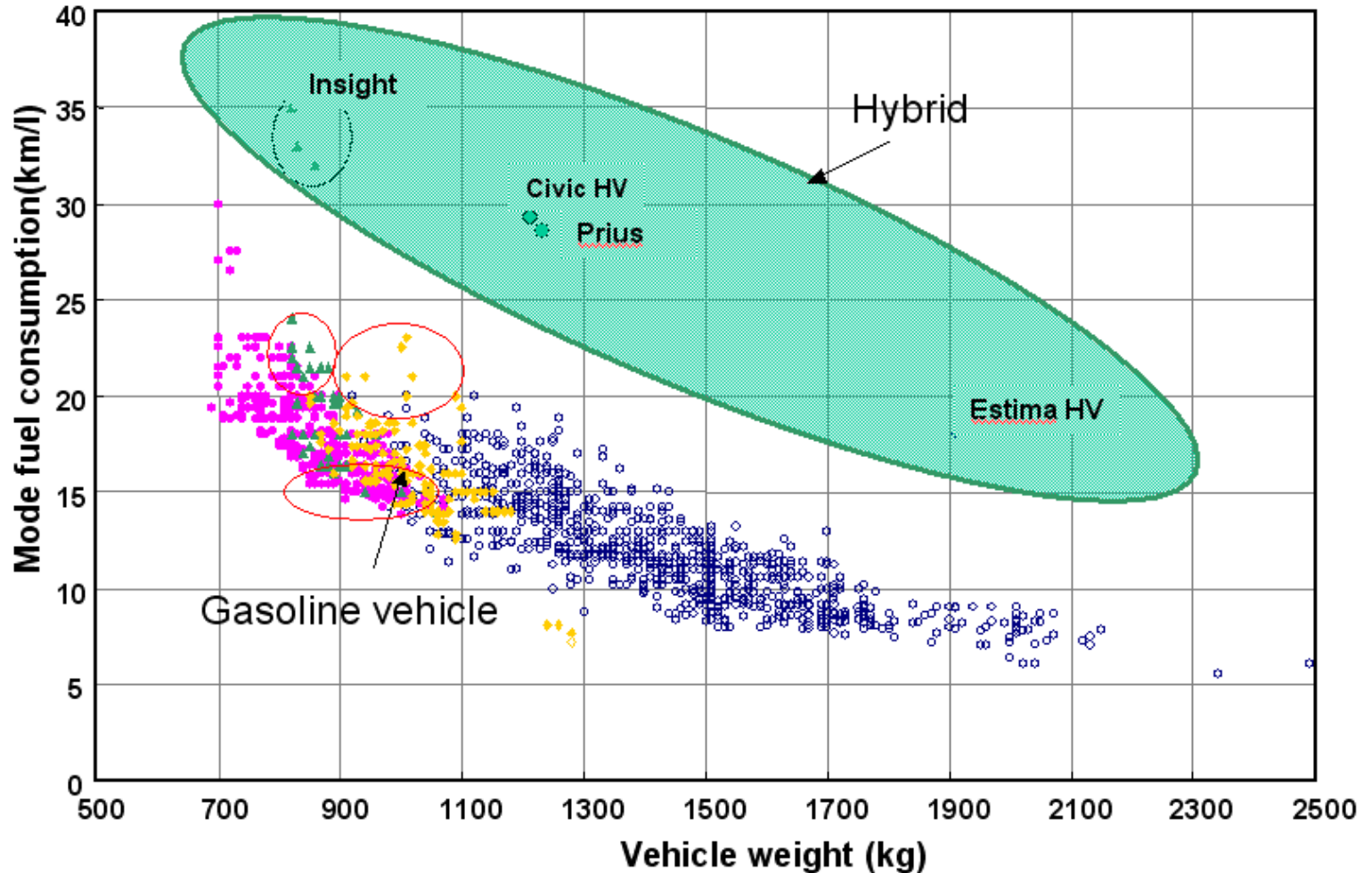


Comprehensive Initiatives

- 1. Innovation in body design
(miniaturization and weight reduction)**
- 2. Innovation in fuel production
(including CO₂ fixing)**
- 3. Innovation in materials selection and
manufacturing processes**
- 4. Utilization of innovative power generation
technology and opting for the best energy mix**
- 5. Innovation in traffic flow**
- 6. Innovation in distribution**
- 7. Innovation in sales**
- 8. Innovation in recycling**
- 9. Market paradigm change**

Fuel Consumption and Weight

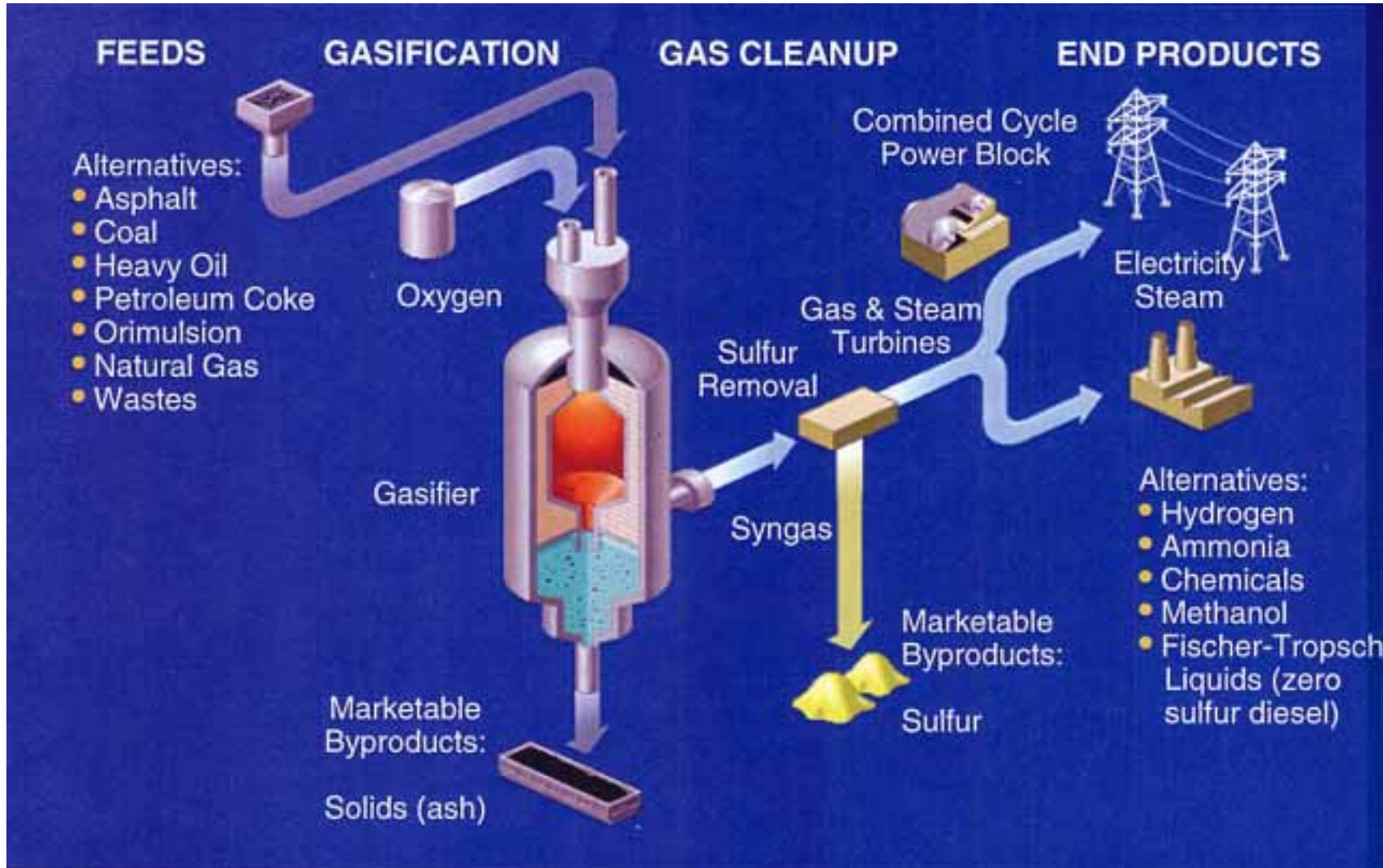
10-15 mode gasoline vehicle fuel consumption



Comprehensive Initiative

Future-Gen

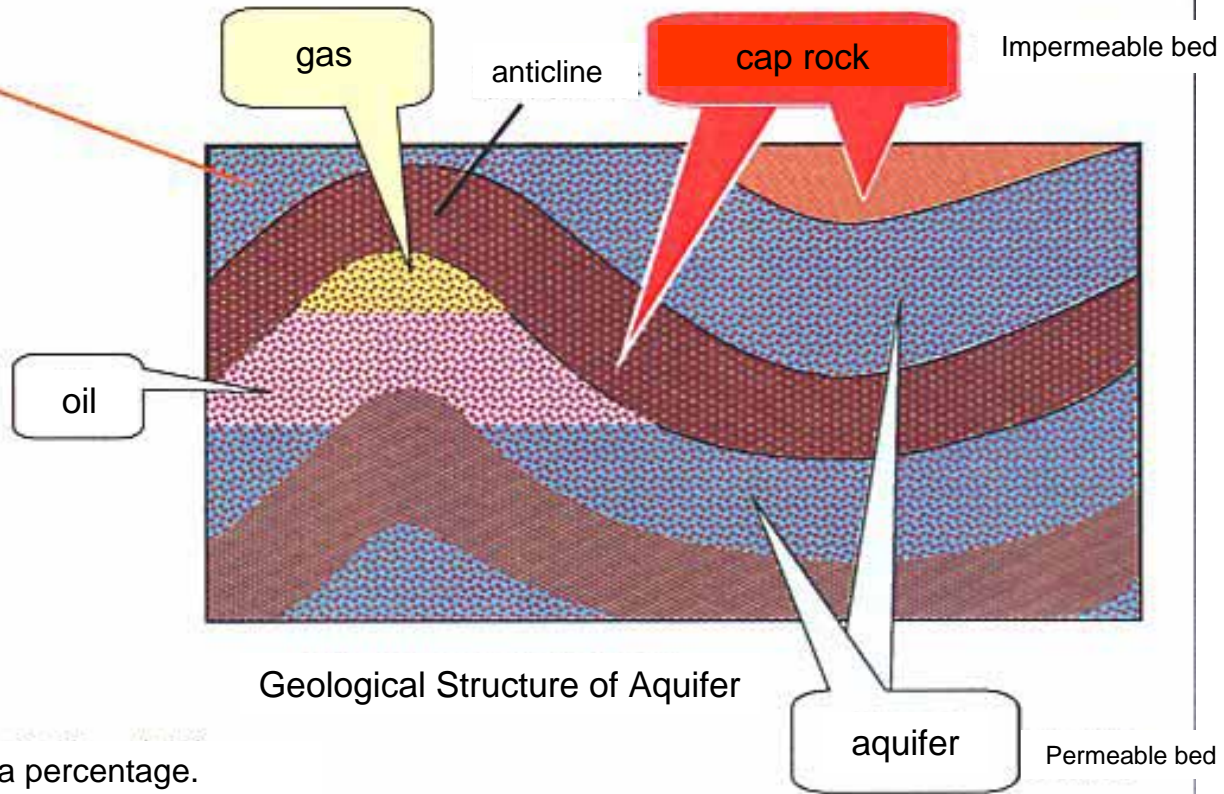
Texaco Gasification Process



Comprehensive Initiative

CO2 Fixing

Aquifer and impermeable bed

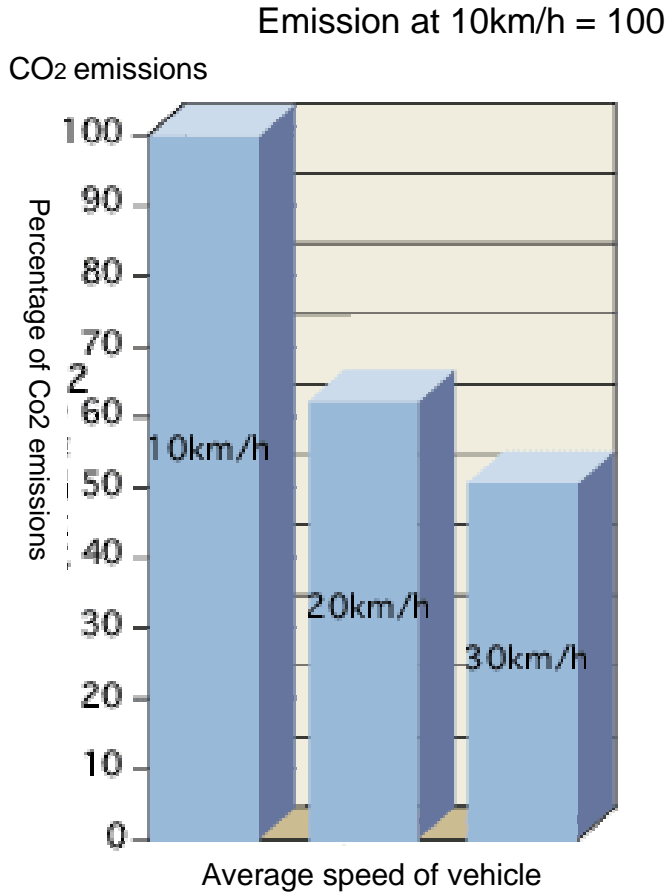


- Porosity: Volume of pores in rock as a percentage.
- Permeability: Ease with which fluid diffuses through rock

mainly sandstone of high porosity saturated with water, often briny water, unsuitable as water resource

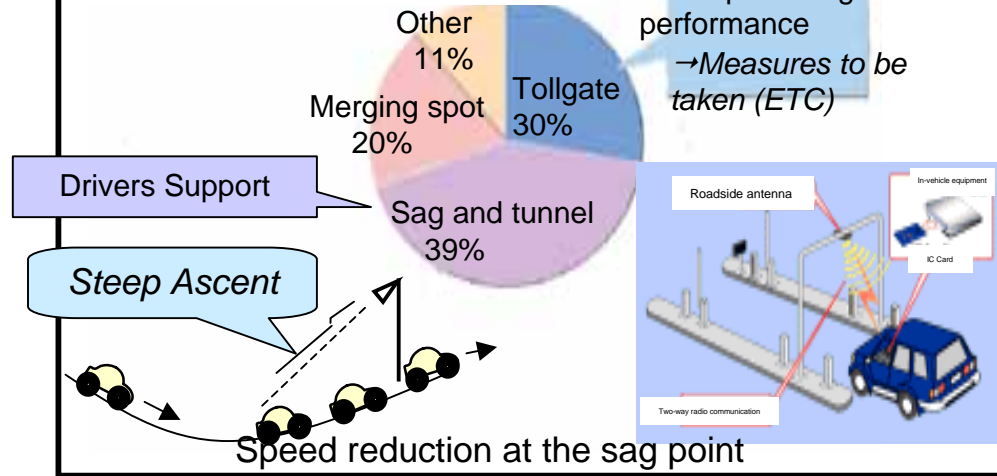
Comprehensive Initiative ITS and CO2 Reduction

CO₂ emission per distance covered

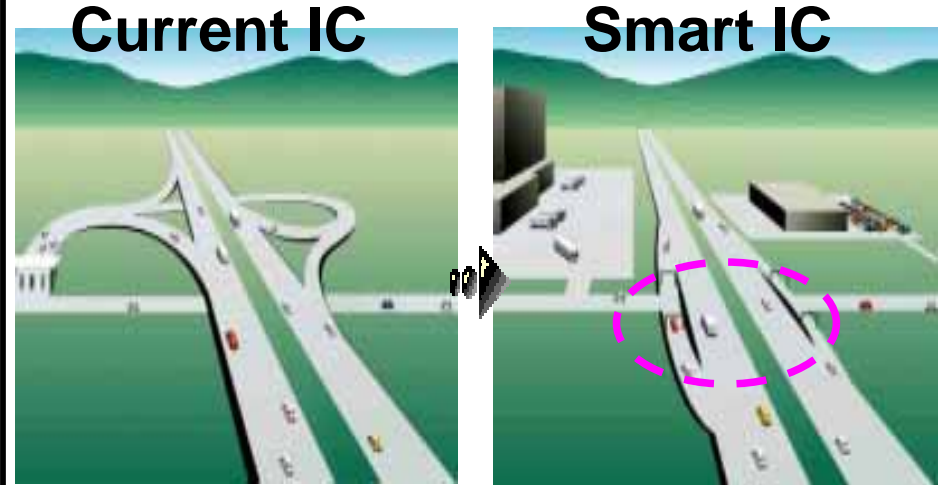


Source: Japan Automobile Research Institute

Traffic Jam Solution 1



Traffic Jam Solution 2



What Individual Citizens Should Do

Participate in the paradigm change

Environmentally-conscious selection and use of vehicles



Introduction of product concept and price to inspire shift to a new paradigm



Taking middle- and long-term measures to inspire shift to a new paradigm (e.g. incentives, taxation measures, etc.)