**Name:** Takeshi Uchiyamada  
**Position:** Vice Chairman of the Board  
**Affiliated institution:** TOYOTA MOTOR CORPORATION

**Short Biography:**  
Takeshi Uchiyamada was born August 17, 1946. He graduated from Nagoya University with a degree in applied physics in March 1969, and joined Toyota Motor Corporation (TMC) in April the same year. After working on sound and vibration testing, and technical administration, he became Project General Manager of Vehicle Development Center 2 in January 1994. There he had led developing the first Prius. He was named to the Board of Directors in June 1998, Managing Director in 2001, Senior Managing Director and also appointed Chief Officer of the Vehicle Engineering Group in 2003. In 2004, he became a Chief Officer of the Production Control and Logistics Group, and in June 2005, he was named Executive Vice President and Member of the Board and managed Production Engineering Group. In June 2009 he became Executive Vice President of R&D field, and he was appointed Vice Chairman of the Board in June 2012.

**Title of your keynote speech/lecture:**  
Development of the Prius and Toyota’s initiatives for realizing sustainable mobility

**Abstract of your keynote speech/lecture:**  
“Prius” is a Latin word meaning “to go before”. It has the original hybrid system including two power sources such as gasoline engine and electric motor, and also planetary gear train. Sales of the Prius started in 1997 in Japan, which was the first mass-produced hybrid vehicle in the world. It was introduced to the market with surprises since its fuel economy was twice better than other similar size gasoline engine vehicles. Development of the totally-new vehicle was full of difficulties. The presentation introduces how Toyota realized its development and mass-producing in such a short term. It also introduces characteristics of Toyota’s hybrid system, and history of system downsizing or weight reduction or cost reduction, as well as expanding hybrid models.  
The hybrid technology is considered as core technology for Toyota, and applying to other environmental friendly vehicles such as: plug-in hybrid vehicle (PHV), electric vehicle (EV), or fuel cell vehicle (FCV). The presentation also introduces characteristic of each vehicles.

**Keywords:** Prius, hybrid vehicle (HV), series-parallel hybrid, 500 units, plug-in hybrid vehicle (PHV), electric vehicle (EV), fuel cell vehicle (FCV)