

# E&E NEWS

**The Center for Biological Diversity, Sierra Club, Public Citizen, Moms Clean Air Force and League of Conservation Voters today launched a website and series of digital ads slamming the Japanese automaker and asserting the company risks being stranded by the transition to electric vehicles.**

**“Toyota has downshifted from leader to laggard, selling mostly gas-guzzling SUVs and pickups instead of cleaner cars and lobbying against policies encouraging tailpipe-free electric vehicles,” Dan Becker, director of the Safe Climate Transport Campaign at the Center for Biological Diversity, said in a statement.**

## Greens mount pressure over Toyota’s EV shortcomings

By: Arianna Skibell  
11/08/2021

Environmental groups are increasing pressure on Toyota Motor Corp. to expedite its all-electric offerings as international climate change talks continue in Glasgow, Scotland.

**The Center for Biological Diversity, Sierra Club, Public Citizen, Moms Clean Air Force and League of Conservation Voters today launched a website and series of digital ads slamming the Japanese automaker and asserting the company risks being stranded by the transition to electric vehicles.**

The website for “Polluta Motor,” mirroring Toyota’s actual website, displays the company’s signature logo as a plume of tailpipe emissions. The drop-down menu features tabs such as “Fossil Fueled,” “A Risky Future” and “Toyota’s Say-Do Gap” — all painting a grim future for the company.

**“Toyota has downshifted from leader to laggard, selling mostly gas-guzzling SUVs and pickups instead of cleaner cars and lobbying against policies encouraging tailpipe-free**

**electric vehicles,” Dan Becker, director of the Safe Climate Transport Campaign at the Center for Biological Diversity, said in a statement.**

The developer of the landmark Prius hybrid is often hailed as an industry leader, but critics say Toyota is dragging its feet when it comes to battery electric vehicles.

The Sierra Club argued in a recent report that Toyota has been actively lobbying to slow the transition to EVs, which the group says will hamper broader efforts to slash greenhouse gas emissions from transportation, the largest source of U.S. climate pollution (Climatewire, Aug. 12).

The report highlights Toyota’s decision to join a group of car companies that sided with the Trump administration in its efforts to roll back Obama-era clean car standards. It also outlines how Toyota has lobbied lawmakers for a slower EV rollout.

Toyota has roundly refuted the accusations. A spokesperson recently called the assertion that the company has lobbied against the EV transition “absolutely false.”

Aaron Fowles, senior manager of mobility communications at Toyota North America, said the company has embraced an all-electric future. He said its existing hybrid fleet is serving as an interim carbon reduction strategy.

“[I]n the short-term we are taking the opportunity to reduce carbon by leveraging our existing hybrid and plug-in hybrid electric vehicles that are available today to consumers with minimal impact to their lifestyle with our expanding line-up,” Fowles said in an email earlier this year.

The new website and accompanying ads come as world leaders at the U.N. climate change conference begin to discuss global strategies for reducing planet-warming emissions from transportation.

The transportation sector is the single largest source of heat-trapping pollution in the United States and accounts for a fourth of global emissions.

The digital ads will target Toyota executives and staff as well as COP 26 attendees, according to a Sierra Club press release.

“This decade will be recognized for advancing family-sustaining jobs in clean transportation and clean energy — Toyota has a choice right now to lead in this crucial transition, or to continue fueling the climate crisis,” Katherine Garcia, acting director of Sierra Club’s Clean Transportation for All campaign, said in a statement.

<https://subscriber.politicopro.com/article/eenews/2021/11/08/greens-mount-pressure-over-toyotas-ev-shortcomings-282975>