I feature -Technology-

Eco-Technology

[PR]

As people go about their lives in modern society, a host of pollutants and greenhouse gases are released as the by-product of production and consumption. This is one cause of the environmental problems that grip the world. Unfettered by national borders, in an arena where individuals and industries should work together in their efforts towards environmental protection, one Japanese company is making its contribution with the development of efficient new technology.

After ratifying the Kyoto Protocol in 2002, Japan set a goal of cutting greenhouse emissions by 6% from 1990 levels during the period between 2008 and 2012. One of the initiatives aimed at helping achieve this goal is the national project 'Team Minus 6%', established in 2005. Team Minus 6% works to bring individuals and industry together as a society to save energy and reduce emissions through methods such as standardising minimum and maximum temperatures of air conditioning and heating, as well as reducing exhaust emissions by asking motorists to refrain from needless idling and sudden acceleration. Additionally, various industrial policies are being implemented, including recycling redundant products, manufacture of energy-saving products and the reduction of excess packaging at the time of sale and delivery.

At the forefront of the battle, renowned Japanese enterprise Toyota Motor Corporation's efforts in saving energy and reducing greenhouse emissions have put it in the spotlight. This is in part due to the development of the hybrid car. Toyota's hybrid car integrates a standard internal combustion engine and an electrical motor. In different driving situations, for example braking or driving at a stable speed, these power sources are controlled to work either independently or simultaneously to achieve maximum mileage to the litre. More fuel-efficient than earlier vehicles, the car achieves reductions in levels of carbon dioxide and nitrogen oxide emissions. The Prius, Toyota's first hybrid car, was launched in Japan in 1997 and this and successive models have been produced and sold in many countries, with a total of more than one million sales recorded in its first decade. Just two years later, in September 2009, that number jumped to more than two million, reflecting a worldwide increase in popularity. Toyota reported that the number of sales, in comparison to similar sized petrol vehicles, represented a reduction in the amount of carbon dioxide produced by 11 million tons. In addition, the continuously improved Prius with the Hybrid Synergy Drive® (HSD) technology utilises only 3.9 litres of petrol per 100km within city limits, and just 3.7 litres per 100km on freeways. Compared to previous vehicles, this hybrid tops the range in terms of environmental friendliness and fuel economy.

Due for release on the market in February 2010 – Toyota Australia's Hybrid Camry.

Manufacturing process of Hybrid Camry at Altona factory in Melbourne.

In June of 2008, Toyota announced production of a new hybrid vehicle, the Hybrid Camry, at the Melbourne Altona factory. Also with the HSD, a more efficient and comfortable ride than previous vehicles is ensured. As Australian consumers become increasingly familiar with the domestic production and sale of the high-performance, environmentally friendly Hybrid Camry, it is expected that the car will play a major part in the reduction of greenhouse gases in Australia. The Hybrid Camry will be available on the domestic market from February 2010.

Information:
www.toyota.com.au

Photos:
Toyota Motor Corporation Australia