

Achieving Energy, Water, and Waste Reductions Through the Dealership Environmental Excellence Program (D.E.E.P.)

TOYOTA



Dealership Environmental
Excellence Program

Toyota Motor North America's Dealership Environmental Excellence Program has realized a 17% average reduction in energy use and a 23% average reduction in water use translating to \$40,000+ in savings. The pilot began with 12 U.S. Toyota dealerships and launched nationwide for all Toyota and Lexus dealerships in April 2023.

- ▶ A voluntary program to guide and drive dealership environmental performance and increase profitability
- ▶ Aims to assess, implement, and verify environmental performance improvement measures
- ▶ Reduced GHG emissions by more than 7,000 MTCO₂e in the last year alone

