

Toyota Ireland Logic for selection criteria

1. Take Toyota plus top 6 best-selling competitors as per September YTD sales (Source: SIMI)
2. Select top selling individual grade variant for each model (source: Jato)
3. Jato assigns a UID (Unique Identifier) to each grade/version
4. Use the UID for each of Toyota plus top 5 best-selling competitors to search for fuel consumption (source: Jato - see Jato Fuel Consumption worksheet)
5. Calculate the average of the competitors (Excel formula =average(range of values for competitors))
6. Calculate the difference between Toyota and the average of competitors
7. Use AA Ireland Fuel Cost value from AA Ireland website to calculate fuel saving over 17,422 kms (CSO average)

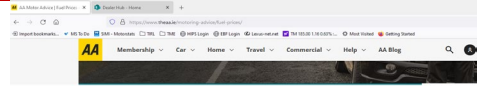
Analysis for substantiation

Fuel Cost (as per AA Ireland)	€1.869
Average annual kms (2018 Traffic Omnibus CSO)	17,422

Rank	Brand	Model	Version	Fuel Consumption	Fuel Usage (Litres)	Fuel Cost
1	Toyota	Yaris	1.5 VVT-i HYBRID E-CVT LUNA	3.9	679.46	€1,269.91
2	Dacia	Sandero	1.0 90 STEPWAY COMFORT	5.6	975.63	€1,823.46
3	Volkswagen	Polo	1.0 95BHP LIFE	5.2	905.94	€1,693.21
4	Peugeot	208	1.2 PURETECH 75 BHP ACTIVE	5.2	905.94	€1,693.21
5	Renault	Clio	1.0 TCE 90 DYNAMIQUE	5.2	905.94	€1,693.21
6	Hyundai	i20	1.25 DELUXE PLUS	5.3	923.37	€1,725.77
7	Nissan	Micra	1.0 IG-T SV	5.3	923.37	€1,725.77
Results						
			Competitor Average	5.3	923	€1,725.77
			Toyota vs Competitor	-1.4	-244	-€455.86
			Toyota % improvement vs Competitor	-26%	-26%	-26%

Conclusion:

- Toyota Yaris hybrid uses 243 litres less fuel than the average of the leading competitors
- At €1.86p per litre of fuel, Toyota Yaris saves €455 per year in fuel costs versus the average of the leading competitors
- This saving equates to a 26% reduction in fuel costs compared with the average of the leading competitors



Irish Petrol Prices : August 2022

	Petrol	Diesel
Pump price	116.20c	118.3c
Price before taxes are added	87.180c	100.407c
Breakdown of taxes x 3:		
1. Excise (including carbon)*	42.771c	51.902c
2. NCF**	2c	2c
3. VAT (23%)	34.95c	35.49c
Total taxes	99.72c	89.39c
Average price of a barrel of oil (accurate as of 15 Aug)	89.7	89.7
Currency exchange rate - US\$1 to Euro (accurate as of 15 Aug)	69.68	69.68
Tax as %	93.95%	47.10%

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Transport Omnibus 2018

Road traffic volumes

- In 2018, Irish licensed vehicles travelled a total of 47.5 billion kilometres. Each vehicle travelled, on average, 17,422 kilometres in 2018.
- Private cars accounted for 77.6% of the total number of licensed vehicles and 75.7% of the total distance travelled in 2018. On average, each private car travelled 16,990 kilometres in 2018.

Figure 5.1: Average vehicle kilometres by vehicle type, 2018