



## SAFILO AND TOYOTA POWERING SUSTAINABLE MOBILITY

### NEW TOYOTA AND LEXUS FULL HYBRID CAR FLEET

#### PART OF SAFILO'S SUSTAINABLE BUSINESS COMMITMENT TO PEOPLE, PRODUCT, PLANET

**Padua, February 28, 2020** – To contribute to the reduction of CO<sub>2</sub> emissions into the atmosphere and promote a sustainable mobility, Safilo has started begun to renew its company car fleet in favor of Toyota and Lexus hybrid vehicles.

The entry of the first cars with *Full Hybrid* technology is part of a more extensive program for the total conversion of Safilo's vehicle fleet towards sustainable mobility: already in 2020, the Company plans to include around 100 new cars equipped with the most advanced *Full Hybrid* technology of the Toyota Group, gradually replacing the rest of the fleet in Italy and abroad.

The Toyota Group's *Full Hybrid Electric* technology allows not only to reduce the consumption and emissions of climate-altering gases harmful to human health, but also guarantees the best possible compromise between engine efficiency, emissions and performance. All this without any change in driving habits and without the need for external recharging.

"Innovation and continuous research for excellence have always been part of Safilo's DNA and are the drivers that today support us in making responsible choices towards the desire to reduce the environmental impact both individually and at a company level," commented Angelo Trocchia, CEO of Safilo Group. "For this reason, we have turned to a partner like Toyota recognized for its global capabilities in the development of hybrid technology cars to bring us even closer to the objectives of reducing greenhouse gas emissions. We have already made tangible progress on fronts such as the efficiency of water and energy consumption in our manufacturing sites, and we are more determined than ever to go much further in the name of sustainability."

"We are very proud that, in terms of mobility, Safilo has chosen our *Full Hybrid Electric* technology in its path to reduce environmental impact," said Mauro Caruccio, CEO of Toyota Motor Italia. "The *Full Hybrid Electric* that equips Toyota and Lexus cars is today the most immediate solution for creating sustainable mobility accessible to all, as demonstrated by the 15 million customers around the world who have placed their trust in us. The partnership with Safilo is based on sharing the same values: innovation and attention to environmental issues."

Safilo's sustainable change towards mobility is part of an energy efficiency plan and a progressive reduction of the ecological footprint of all the Company's activities, which has as its objective lower CO<sub>2</sub> emissions, a reduction in polluting consumption and therefore also greater protection of the environment and health. Issues that have always played a central role in Safilo's social responsibility programs, which put sustainability at the heart, not only as a safeguard of environmental resources but also as a guarantee of long-term social and economic growth.

### **About Safilo Group**

Safilo Group is a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and related products. Thanks to strong craftsmanship expertise dating back to 1878, Safilo translates its designs into high-quality products according to the Italian tradition. Through an extensive wholly owned network of subsidiaries in 40 countries and more than 50 distribution partners in key markets throughout North and Latin America, Europe, Africa, the Middle East, Asia Pacific and China, Safilo is committed to quality distribution of its products in nearly 100,000 selected points of sale worldwide. Safilo's portfolio encompasses its own core brands Carrera, Polaroid, Smith, Safilo, Privé Revaux, and licensed brands Dior, Dior Homme, Fendi, Banana Republic, BOSS, David Beckham, Elie Saab, Fossil, Givenchy, havaianas, HUGO, Jimmy Choo, Juicy Couture, kate spade new york, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara., Missoni, M Missoni, Moschino, Pierre Cardin, rag&bone, Rebecca Minkoff, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2018 Safilo recorded preliminary net sales for Euro 939 million.

### **Toyota**

The Toyota group, with its Toyota and Lexus brands, is a world leader in the field of electrified engines, with 15 million hybrid-electric cars sold worldwide since 1997. This confirms a concrete commitment in helping to achieve sustainable mobility thanks to the reduction of climate change (CO2) and polluting factors harmful to human health (NOx). NOx emissions are in fact more than 90% lower than the limit set by current legislation, for example on Yaris Hybrid the emissions of nitrogen oxides are only 6 mg / km and on Lexus UX 4.9 mg / km, compared to expected limit of 60 mg / km of Euro6 petrol cars and 80 mg / km of Euro6 diesel. The Full Hybrid Electric technology is easy to use, capable of independently managing the synergy of operation between conventional and electric engines, in an exclusive or combined manner, in view of the best possible compromise between energy efficiency, emissions and driving performance. Toyota also believes in creating a totally sustainable society, in which everyone can overcome their limits by making use of mobility systems that are not related only to cars and that allow them to move freely and without obstacles and barriers, both physical and social. This is the goal of the global 'Start Your Impossible' campaign, through which Toyota promotes the value of inclusiveness [Mobility for All]. With this in mind, the Toyota Team was chosen in Italy, made up of Italian athletes belonging to the various Italian Olympic and Paralympic disciplines.

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