

# Innovation of toyota in hybrid

[Business](#), [Company](#)



## Toyota Innovation Lecturer

### Introduction

1. Product development motivation? Extraordinary capability to manage large & global product development portfolio? Launch more new vehicles than competitors? Consistently deliver winners? Continuous innovation and development
2. Prius XW10 the first Toyota's hybrid was given to the market in December 1997
3. Prius XW10 the first Toyota's hybrid was given to the market in December 1997 The car can run by both the gasoline and electricity
4. Differences Regular Car Hybrid Car Gasoline Gasoline & electricity CO2 emissions Less CO2 emissions Noise Silence powering High fuel consumption Low fuel consumption
5. Green Prius Make your gas last longer, Make your savings last longer and make your dream comes true
6. The first generation An Architecture Innovation Product Prius XW10
7. What kind of innovation in nth Generations of Toyota Prius? Prius V Prius C Prius Plug-in Incremental innovation products
8. Competitive Advantage Product Development Strategy Process Goals
9. Product development strategy? Conceiving & designing news cars? Durability & Reliability? Increase capital investment & shorter R&D cycles? Reduce market risk
10. Product Development Process? A fine balance between “shush” program leader & “mucho” functional leader? Parallel-path development, manage the design and engineering trade-offs, and

ensure flexibility (Apollo 11)? A good relationship with suppliers 11  
Product Development Process (...cont)? Focus on collaboration and  
process? Capturing and sharing the knowledge experience?  
Monozukuri (“ making products”) coming directly from hitozukuri (“  
making people”)

11. Product Development Goals Focus on product value which  
perceived by customers Product Value GAP Product Cost

## Reference

1. (Dehoff K. & Loehr J., 2007, Innovation Ability) 15 Innovation  
Framework (Igel B., 2012, Innovation & Techno entrepreneurship  
course).
2. (Dehoff K. & Loehr J., 2007, Innovation Ability) 25 Apply in Vietnam.