

## The Product That Revolutionized Japanese Toilet Culture 40th Anniversary of WASHLET\*<sup>1</sup> Launch -40 Years of Washing Your Bottom-

\*1: WASHLET and "WASHLET logo" are trademark or registered trademark of TOTO LTD.

**The electric toilet seat with bidet function, WASHLET** sold by TOTO Ltd. (Headquarters: Kitakyushu, Fukuoka; President: Noriaki Kiyota) **was created in June 1980 and celebrates its 40th anniversary this year.** Today, WASHLET and other spray seats can be found in 80.2% of Japanese households (as of March 2020, Cabinet Office survey), and have become an indispensable part of life.

The efforts to change toilet lifestyle culture from "wiping to cleaning" started without knowing either the optimal position for cleaning or the most pleasant temperature, and it was only after overcoming numerous challenges that WASHLET saw the light of day. At launch, the slogan "**Your bottom wants to be washed too**" felt fresh, but now it has taken hold as an obvious way of living, and you can find it in many public facilities, offices, and so forth, allowing you to enjoy the comfort of the spray seat in all kinds of place.

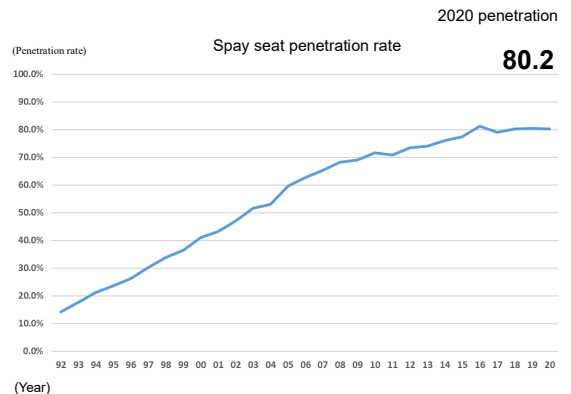


In 2019, total units sold exceeded 50 million worldwide, with sales steadily growing overseas as well. **We will increase overseas WASHLET sales from 580,000 in 2018 to 2 million in 2022.** At present, more and more 5-star hotels and famous landmarks across the world are using it, so that you increasingly can enjoy the comfort when traveling too.

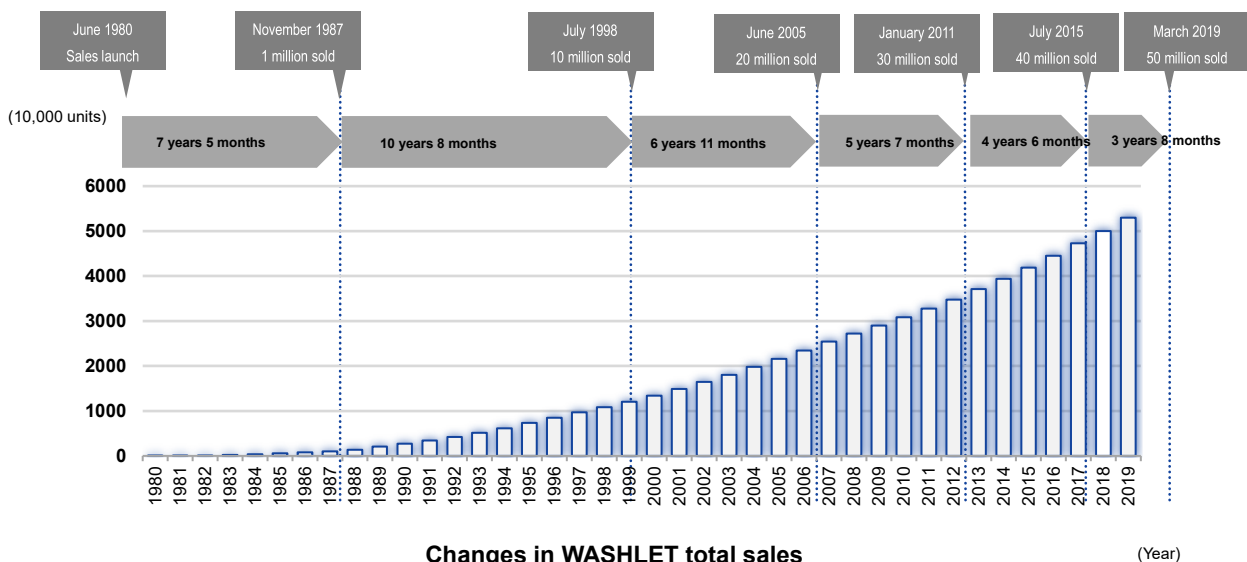
The first-generation WASHLET Sold in June 1980

The toilets at Narita Airport, the gate to the world, promote the experience of WASHLET to visiting foreigners and so the units there have multilingual tablet remotes.

Over these 40 years, we have gone beyond the basic bottom cleaning function to add various new functions, like wands that can be used hygienically and safely as well as sanitizing water that keeps the toilet bowl clean. Recently, we have won famous international awards like the iF Product Design Award and the Red Dot Design Award, continuously releasing products that blend advanced design and function.



TOTO will continue to let WASHLET evolve to match the needs of every country and region as well as spread our pleasant and clean toilet culture both in Japan and abroad.



## Key Facilities Abroad with WASHLET

### ■ Europe

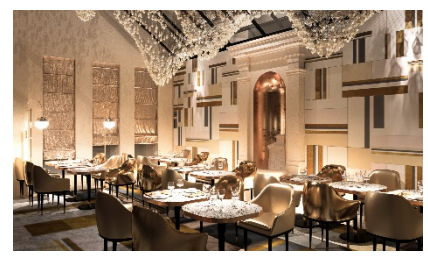
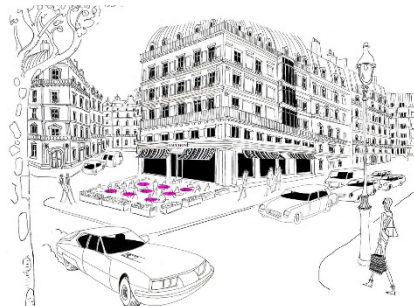
#### Great Scotland Yard Hotel (UK)

5-star luxury hotel remodeled from the Great Scotland Yard, original headquarters of the Metropolitan Police Service of London, in central London. All rooms have WASHLET.



#### Fauchon L'Hôtel Paris (France)

Luxury hotel managing the world-famous top gourmet brand FAUCHON. A Haussmannian building that symbolizes Paris where the rooms have WASHLET.



### ■ United States

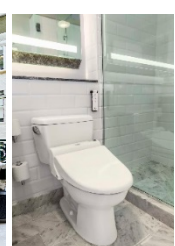
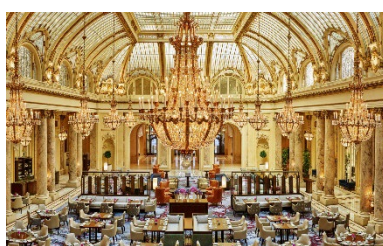
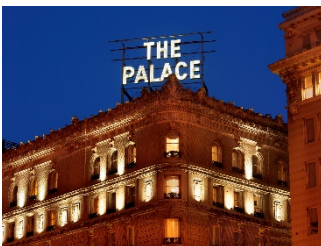
#### Grand Hyatt Kauai (Hawaii)

A high-end resort hotel with expansive grounds by Poipu Beach on Kauai, known as the garden island of the Hawaiian islands. The spacious rooms are equipped with WASHLET.



#### Palace Hotel San Francisco

An historic hotel that opened in downtown San Francisco in 1875. The hotel's garden court is even a San Francisco cultural heritage. The renovated rooms have WASHLET.

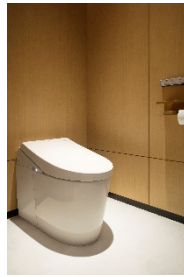


### ■ Asia

#### Kempinski Hotel Hangzhou

A luxury hotel by the Grand Canal, which is close to West Lake that appears in the poetry of Bai Juyi, in the historic city of Hangzhou. WASHLET can be found in the elegantly designed rooms.





### **DoubleTree by Hilton Taipei Zhongshan**

A modern hotel with refined design in a shopping district filled with restaurants and shops. The area around the hotel is popular with Japanese tourists too. The rooms have WASHLET.



### **Conrad Bangkok (Thailand)**

A luxury hotel located in Bangkok's central business district. The rooms with lavish use of silk and natural wood are equipped with WASHLET.



### **Hotel Le Grand Galle (Sri Lanka)**

A luxurious resort hotel by the sea and near the UNESCO world heritage site Galle Old Town. All of the exquisite rooms have WASHLET.

