TOYOTA MOTOR CORPORATION

COMPANY PROFILE

Rewarded with a smile

by exceeding your expectations

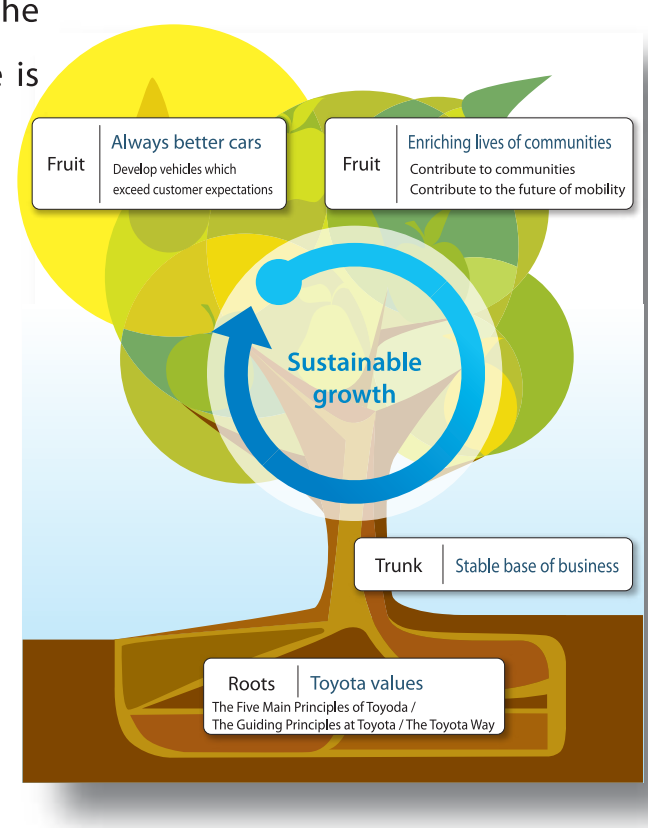
President **Akio Toyoda**

Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people.

Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile.

We will meet challenging goals by engaging the talent and passion of people, who believe there is always a better way.

The Toyota Global Vision, announced in March 2011



Contents

Making Clean Cars

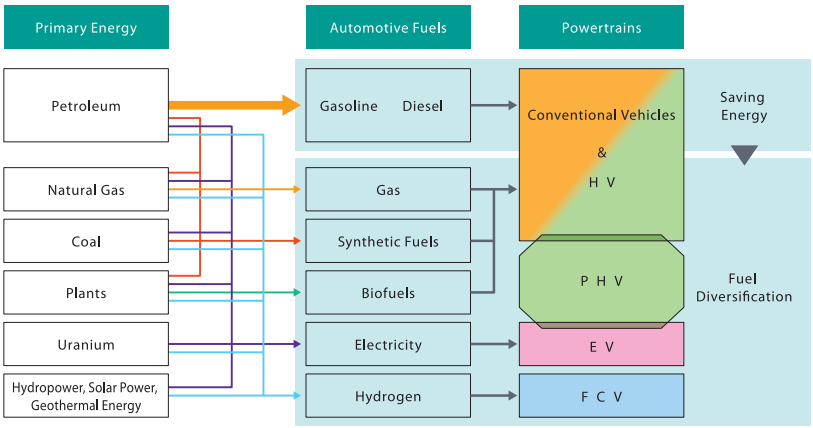
Toyota has positioned global environmental preservation as a priority management issue, and carries out a people- and environment-friendly manufacturing at all stages of the vehicle lifecycle.

In the Pursuit of the Ultimate Eco-car

To reduce greenhouse gases such as CO_2 and atmospheric pollutants such as HC, CO and NOx, Toyota is engaged in the development of cleaner emissions vehicles with higher fuel efficiency. Understanding that widespread adoption is necessary for clean vehicles to have a significant effect as an environmental solution, Toyota is aiming to create cars with both excelling environmental and driving performance that appeal to consumers.

Toyota has developed and marketed various eco-cars that optimally match the energy situation and infrastructure of different countries and regions. While making its conventional, petroleum-fueled vehicles and hybrid vehicles even more fuel-efficient, Toyota is also promoting development of next-generation eco-cars and responding to the diversification of vehicle fuels.

Automotive Fuels & Powertrain Diversification



Prius Plug-in Hybrid

This vehicle operates as an electric vehicle for short trips such as commuting and shopping, and as a gas-electric hybrid vehicle for longer trips. We launched the vehicle in 2012.

Fuel cell vehicles

Fuel cell vehicles, which run on hydrogen, emit zero CO_2 during driving and represent a form of ultimate eco-car. In 2014, Toyota became the first manufacturer to begin commercial sales of a passenger car FCV, when it launched the "Mirai".

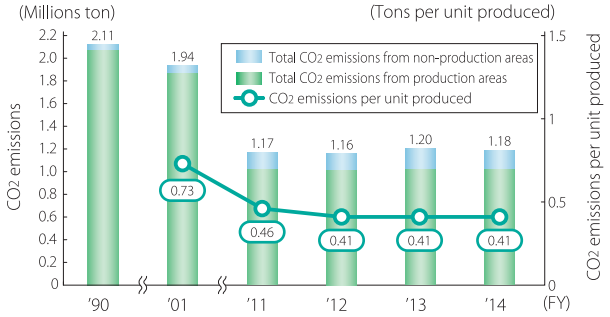
Environment-friendly Production and Logistics

In production and logistics stage, Toyota takes industry-leading initiatives on global warming mitigation, reduction of toxic substances and conservation of water and other resources. We also plant indigenous trees in our plants to restore the original environment.

CO_2 reduction during production

We have set combined CO_2 reduction targets for our plants and offices and are taking measures to reduce emissions.

CO_2 Emissions Volume (Japan)

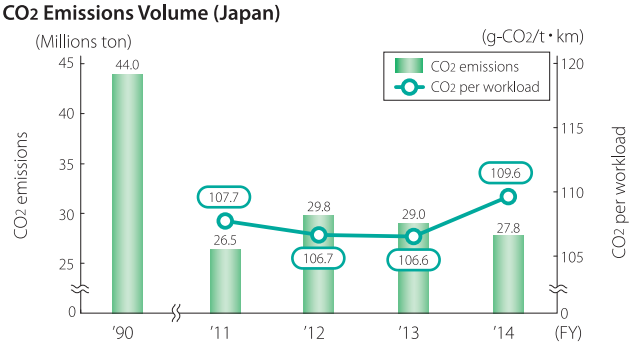


Note 1: For facilities in non-production areas for which FY1990 emissions data is not available, the oldest subsequent data available is used for graph.
Note 2: Until FY2011, the total CO_2 emissions volume included emissions from production and non-production divisions (excluding the Toyota Biotechnology & Afforestation Laboratory and employee benefit facilities). Beginning in FY2012, the Laboratory was included as a non-production division.
Note 3: The CO_2 conversion coefficient was changed to the Nippon Keidanren's FY1990 CO_2 conversion coefficient

CO_2 reduction during transportation

Toyota is reducing CO_2 emissions during car and parts transportation by shifting from road transport to rail and marine transport, i.e. implementing a modal shift, reducing the total transport distance, and improving fuel efficiency.

CO_2 Emissions Volume (Japan)



Note 1: Figures were revised retroactively due to changes in calculation method in 2014
Note 2: CO_2 emissions were calculated using the CO_2 conversion coefficient in the Guideline on Disclosure of CO_2 Emissions from Transportation & Distribution version 3.

Increasing use of renewable energy

At the Tsutsumi plant, the 2,000 kW solar power system was introduced. The output is roughly a half of the electricity needed at the assembly shop.
(NEDO New Photovoltaic Power Generation Technology field test project)

Japan Brazil

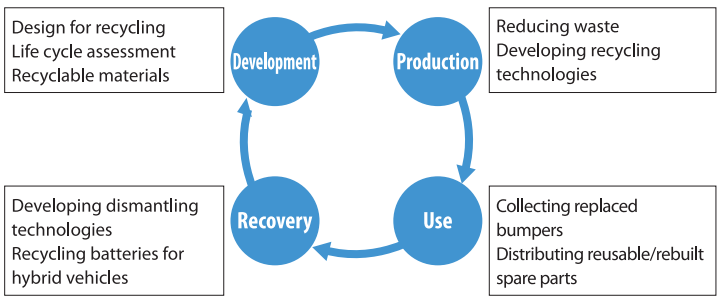
Planting trees

As part of the Sustainable Plant initiative, Toyota employees have been promoting afforestation activities, such as planting indigenous trees.

Toward a Sustainable Recycling-based Society

Toyota aims to help realize a recycling-based society by constantly achieving a vehicle recyclability rate of 95% or greater and by carefully managing issues governed by automobile recycling laws.
In vehicle production, Toyota is endeavoring to improve yield among taking other measures to reduce waste.

Recycling should be a constant consideration throughout a vehicle's life cycle, from the time it is built until it reaches its useful end. Toyota carries out initiatives to minimize and recycle waste through the entire cycle. For example, we started the world's first battery-to-battery recycling for hybrid vehicle batteries. We also manufacture easy-to-recycle vehicles.



Pursuing a Multiple Approach to Safety

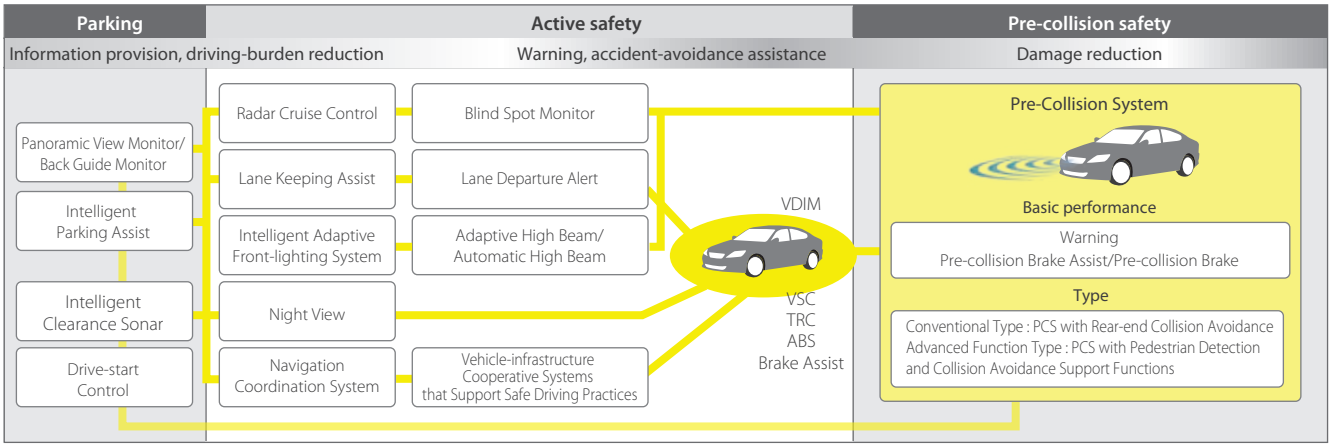
Toward its vision of "zero traffic casualties", Toyota is engaging in activities in the three areas: safe vehicle development, creation of safe traffic environments, and driver and pedestrian awareness.

Developing Innovative Safety Features

Toyota not only meets the safety standards of each market, but independently sets still higher targets and works to develop safety technology of world-leading levels. To help ensure that its safety technologies address the type of accidents that frequently take place in the real world, Toyota bases its product development on actual accident statistics.

Toward collision prevention

Toyota is developing systems to prevent accidents. Such systems assist the driver, who plays the leading role in driving safety.

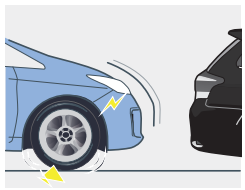


Based on traffic accident statistics, Toyota is packaging safety functions aimed at countering the types of accidents that largely lead to fatalities. It intends to equip its vehicle models with such in the hope of drastically reducing traffic accidents.

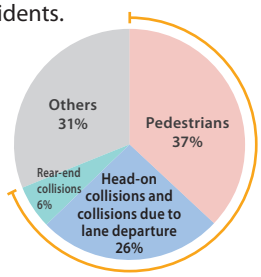
Basic functions of Toyota Safety Sense

1 Collision Avoidance Support

Toyota aims to provide collision avoidance support and reduce damage in rear-end collisions, which are the most-common type of traffic accident and the leading cause of traffic fatalities.



Pre-Collision System

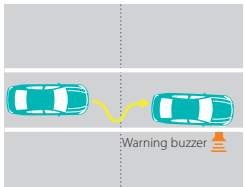


Focus on approx. 70% of accident types

Proportion of fatal accidents by accident type
Source : 2012 Traffic accident statistics by Japan's National Police Agency

2 Lane-departure-prevention support

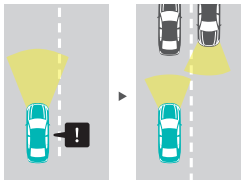
Lane-departure-prevention support aims to reduce head-on collisions and collisions due to lane departure, which account for a large portion of fatalities among vehicle occupants.



Lane Departure Alert

3 Nighttime vision support

Nighttime vision support aims to enable early detection of pedestrians to help prevent accidents involving pedestrians crossing the street, many of which happen at night.



Automatic High Beam

Protecting occupants and pedestrians

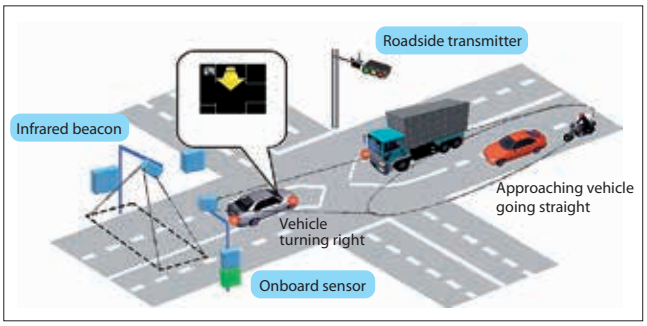
Based on analysis of actual accidents, virtual collision simulations and collision tests that are conducted over 1,600 times a year, Toyota develops safe vehicle body structures and occupant protection devices. When a vehicle collides, the vehicle's body absorbs and disperses the impact to secure cabin space. Simultaneously, seatbelts and airbags are activated to protect the occupants. Pedestrian safety is also taken into consideration in developing body structures.

Omni-directional Compatibility Body Structure
Frontal, side and rear-end collision tests are carried out between vehicles of different weights and sizes in an effort to design safe body structures.

Toward a Safer Traffic Environment

Toyota is undertaking various initiatives to realize intelligent transport systems as a way of reducing traffic accidents. The initiatives involve the creation of a traffic system that views people, vehicles and roads as an integrated whole, and the fusion of vehicles and information communication systems.

Vehicle-infrastructure cooperative systems, which use direct roadside-sensor-to-vehicle, vehicle-to-vehicle or vehicle-to-pedestrian communications, are aimed at preventing collisions that are difficult to prevent using a vehicle's standalone systems, such as collisions at intersections with poor visibility and those during turns that cross opposing lanes. Toyota is promoting widespread use of such systems to achieve a world of safe and comfortable mobility.



System for preventing collision during right turn

Traffic Safety Education

Toyota provides drivers with safe-driving education, presents children with traffic-safety learning aids and carries out activities to heighten awareness among pedestrians of the importance of reflective materials.

Toyota Driver Communication
At the Toyota Traffic Safety Center "Mobilitas" in the Fuji Speedway site, Toyota offers driving training courses to improve the awareness and safe driving technique.

Toyota Safety School
This program, which teaches how to cross the street among others, has been offered to preschool children since 1975.

Toyota Traffic Safety Campaign
To coincide with Japan's Nationwide Traffic Safety Campaigns held in spring and autumn, Toyota Traffic Safety Campaign is organized in conjunction with all dealers throughout Japan.

Bringing Toyota Quality to the World

Toyota vehicles are trusted and loved in countries around the world for their quality. That is a result of the combined strength of our development, production, sales and servicing operations which are based on the "customer first" principle.

Toyota's Global R&D Networks

Toyota's R&D structure covers everything from basic research to advanced engineering and new product development. In the quest for further evolution of Toyota quality, we are engaged in research & development in numerous locations all around the world.

Europe

Toyota Motor Europe NV/SA

Location: Brussels (Belgium), Derby (U.K.)
Operation: Product Planning, Vehicle Engineering and Evaluation

Toyota Motorsport Gmbh

Location: Cologne (Germany)
Operation: Motor sports vehicle development, Advanced Engineering

Toyota Europe Design Development SARL

Location: Nice (France)
Operation: Exterior, Interior and Color Design

Japan

Toyota Technical Center

Vehicle Development,
Advanced Product Strategy

Higashi-Fuji Technical Center

Advanced Engineering

Tokyo Design Laboratory

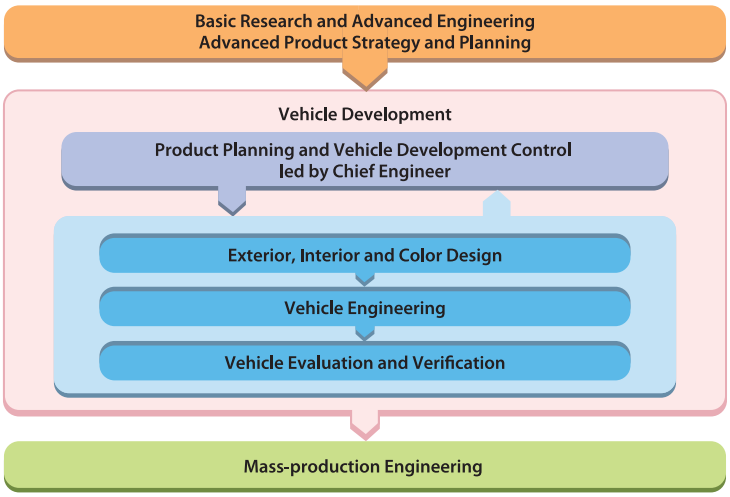
Advanced Design

Shibetsu Proving Ground

Vehicle Evaluation

Toyota Central Research & Development Laboratories, Inc.

Basic Research



China

Toyota Motor Engineering & Manufacturing (China) Co., Ltd.

Location: Jiangsu Province
Operation: Basic Research, Technology Research, Vehicle Evaluation

Tianjin FAW Toyota Motor Co., Ltd. FAW Toyota R&D Center

Location: Tianjin
Operation: Vehicle Engineering and Evaluation

GAC Toyota Motor Co., Ltd. R&D Center

Location: Guangdong
Operation: Vehicle Engineering and Evaluation

U.S.A.

Toyota Motor Engineering & Manufacturing North America, Inc.

Location: Ann Arbor (Mich.), Torrance (Calif.), Wittman (Ariz.), Washington, D.C.
Operation: Basic Research, Product Planning, Vehicle Engineering and Evaluation

Calty Design Research, Inc.

Location: Newport Beach (Calif.)
Operation: Exterior, Interior and Color Design

Asia Pacific

Toyota Motor Asia Pacific Engineering and Manufacturing Co., Ltd

Location: Samutprakarn (Thailand)
Operation: Product Planning, Vehicle Engineering and Evaluation

Toyota Technical Center Asia Pacific Australia Pty. Ltd.

Location: Melbourne (Australia)
Operation: Product Planning, Vehicle Engineering and Evaluation

Vehicle Development Founded on Genchi Genbutsu

Toyota develops core components such as engines and transmissions in Japan. Meanwhile, interior and exterior designs and functions that are affected by local driving conditions are developed under the leadership of local designers and engineers, based on how cars are used in their respective regions. Quality and safety information collected daily through our Integrated Quality Information System is promptly analyzed by a dedicated department and incorporated into the design process.

Drive in a harsh road in Indonesia

Exterior design that incorporates local consumer tastes

Study of vehicle operating conditions at 4,000-meter elevation in China

Vehicle Evaluation from Customer's Perspective

Prototype vehicles are evaluated based on Toyota's world-leading standards for safety, durability, and quality. When testing the vehicles, we take into account the way cars are used by our customers in different driving environments around the globe. Evaluation test results are fed back into the design process to help generate better product designs.

Evaluation under artificial cold-weather and snowing conditions

Building in Quality with Production Engineering

Toyota develops highly efficient production equipment and processes for mass-production to ensure quality. Our production engineers are involved from the early stage in the vehicle development with designers, production teams and suppliers to draw up plans that build quality into the product and make production easier. The latest technologies to measure and analyze the works of manufacturing processes enable production teams to address potential problems before defects surface. Even if a defect occurs, we immediately stop the production line and never send the defect on to the next process.

Production engineering review using virtual 3-D models

Toyota Production System Taking Root Worldwide

In response to globally expanding demand, Toyota vehicles are now produced in plants spreading to 28 countries and regions, in addition to Japan. In implementing the Toyota Production System at those plants, the important element is our people. Under our belief that "Manufacturing is about developing people," we are making every effort to develop personnel who practice the Toyota Production System at each plant throughout the world, based on a common set of values.

Challenge

We form a long-term vision, meeting challenges with courage and creativity to realize our dreams.

- Creating Value through Manufacturing and Delivery of Products and Services
- Spirit of Challenges
- Long-range Perspective
- Thorough Consideration in Decision-making

Kaizen

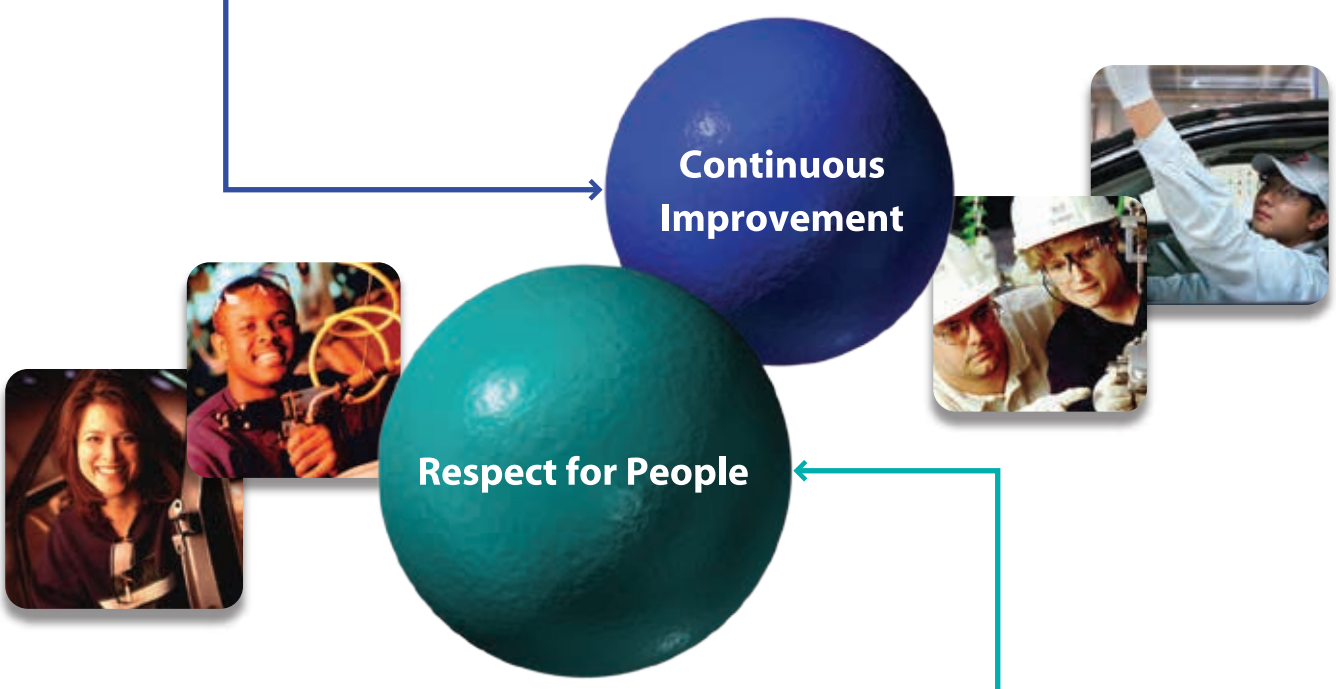
We improve our business operations continuously, always driving for innovation and evolution.

- Kaizen Mind and Innovative Thinking
- Building Lean Systems and Structure
- Promoting Organizational Learning

Genchi Genbutsu

We practice Genchi Genbutsu…go to the source to find the facts to make correct decisions, build consensus and achieve goals at our best speed.

- Genchi Genbutsu
- Effective Consensus Building
- Commitment to Achievement



Respect

We respect others, make every effort to understand each other, take responsibility and do our best to build mutual trust.

- Respect for Stakeholders
- Mutual Trust and Mutual Responsibility
- Sincere Communication

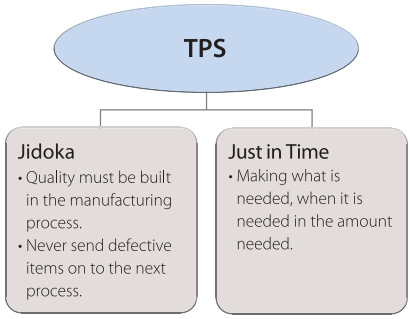
Teamwork

We stimulate personal and professional growth, share the opportunities of development and maximize individual and team performance.

- Commitment to Education and Development
- Respect for the Individual; Realizing Consolidated Power as a Team

Toyota Production System (TPS)

TPS is the fundamental concept of Toyota's manufacturing based on the "customer first" principle. It aims to achieve high quality, prompt delivery and low costs by thoroughly eliminating waste. Supporting TPS are Jidoka and Just-in-Time, known as the two pillars of TPS.



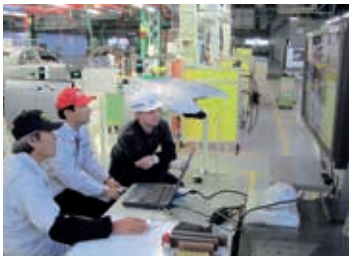
Quality must be built in during the manufacturing process — Each worker in each process ensures quality of each part of every car

Under the motto of "Good Thinking, Good Product," we focus our efforts on human development and continuous improvement.

Globalization of Production and Human Resources Development

At Toyota Production System learning centers in the United States, the United Kingdom and Thailand, production supervisory staff receive training. Trainees from various countries in the respective regions take the expertise and techniques back with them to their own plants, where they work as leaders in the training of other team members. Meanwhile, in Japan, in addition to providing production training, the TPS Promotion Center is promoting new activities, such as systematizing and spreading best practices, to more widely contribute to Toyota's comprehensive strength in manufacturing.

Trainees undertaking guided assembly practice



Trainees learn from a visual manual

Overseas Plants

Toyota has 53 manufacturing companies in 28 countries and regions outside Japan.

● Overseas Manufacturing Companies
● Production System Learning Centers

Collaboration with Suppliers Based on Mutual Trust

Toyota works with suppliers to produce products that win customer satisfaction. Mutual prosperity based on mutual trust is the goal shared with our suppliers. We provide open and fair opportunities for entry to any supplier wishing to conduct business with us. When selecting suppliers, we take into account not only quality, cost, technology and delivery reliability, but also their management attitude toward CSR and kaizen, or continuous improvement. From the initial stage of development, suppliers are expected to work with us in everything from deciding how components are to be manufactured to how they are used in the vehicle, with the primary goal in this process being product safety.

Parts examination meeting
From the initial stage of development, ideas for new technologies and cost reductions are reviewed.

Production preparation assistance
To facilitate the process of switching to a new model, Toyota works together with suppliers in preparing for production.

Satisfying Every Customer

Toyota delivers vehicles to our customers in over 160 countries and regions. The key to keeping our customer satisfied is to make every possible effort to understand their needs and to help them know more about Toyota vehicles. The cornerstone of all this is people. Toyota has established training centers around the world to nurture its team members. Our local operations also play an important role for early detection and solution of product problems. Customer complaints and other technical information are collected through technical offices in each region and our Integrated Quality Information System, and fed back to the relevant functions promptly.

Toyota strives to understand its customers' needs and help customers know about Toyota vehicles

Motorsports for making ever-better cars

Toyota views the pursuit of motorsports activities as playing an important role in enabling its customers to enjoy the dreams and inspiration that cars can bring. As a key pillar for making ever-better cars and creating car enthusiasts, it is conducting various activities through Toyota GAZOO Racing. Currently, it competes in various race categories, such as the FIA World Endurance Championship and, in Japan, the Super GT. Races include the 24 Hours Nürburgring endurance race, with its employees participating as mechanics, which helps cultivate human resources for making ever-better cars. From 2017, Toyota will broaden the scope of its challenges by competing in the World Rally Championship. And through the Toyota GAZOO Racing Festival, the Toyota GAZOO Racing Park and other events that are open to cars of all manufacturers, it is creating opportunities for communication among car enthusiasts.

TOYOTA GAZOO Racing FESTIVAL 2015

The TS050 HYBRID that participated in the 2016 FIA World Endurance Championships

The TOYOTA C-HR Racing that participated in the 2016 24 Hours Nürburgring race

Bringing the Joy of Mobility to Everyone

In the development of Welcab, dialog with the customer is important. The crystallization of that process is vehicles that make care-giving easier and vehicles that disabled persons can drive comfortably. We will continue to use our combined resources to work on the development of Welcab vehicles that are more convenient and user-friendly and also more affordable. We are also working to expand and improve Welcab display spaces (Toyota Heartful Plaza) and full-time Welcab sales outlets (Welcab Station) so that customers can inspect actual models. Overseas, Toyota is responding to customers' needs for such vehicles by selecting from among features found on Japan-specification models.

Esquire

Wheelchair-adapted model (ramp), Type I for two wheelchairs

A standard-equipment, low-incline ramp at the rear of the vehicle allows ingress and egress with easy while seated in a wheelchair, while various other vehicle features also lessen the burden for both caregiver and care receiver.

While onboard, safety straps securely prevent backward movement of the wheelchair.

Diversifying Toyota

Toyota, using its technologies and knowledge accumulated through the automotive business, is involved in a wide range of businesses that contribute to enhancing the quality of life.

Existing Non-automotive Business

e-TOYOTA

Toyota aims for the integration of IT services and automobiles. On the internet, we offer and are further developing the GAZOO vehicle-information portal. We are also rolling out and further developing our T-Connect and G-Link information services, which use telematics-based on onboard information terminals, and are expanding related efforts overseas, such as in China, Thailand and the Middle East.

Information service for onboard terminals

Finance

Toyota offers high-quality retail finance to Toyota customers in 35 countries and regions. In addition to this, Toyota also provides customers in Japan with a variety of financial services, including credit cards.

The TS CUBIC CARD for every day needs and the QUICPay service for fast on-line payment by simply placing a mobile phone or the card over a scanner.

Housing

Toyota engages in the housing market bringing all of its intellectual and technological capabilities. We offer a variety of prefabricated houses, such as our comfortable, affordable and environment-friendly Eco-Future Homes and smart houses highly evaluated for the safety, peace of mind, healthy environment and comfort they provide. Furthermore, we are expanding our field of business to include sales of condominium apartments, rental housing and sales of housing for the elderly, as well as renovation and remodeling.

SINCÉ feelas is a high-quality, eco-friendly smart house and winner of the Good Design Award 2013.

Marine Products

Toyota offers pleasure boats and engines for marine crafts to enable more people to enjoy marine leisure. The Ponam series of pleasure boats, featuring hulls that offer excellent cruising comfort and seaworthiness and high-performance engines that are based on automobile engines, are ideal for both pleasure cruising and fishing.

Ponam-31, which received the Japan Boat of the Year Award 2014

Biotechnology and Afforestation

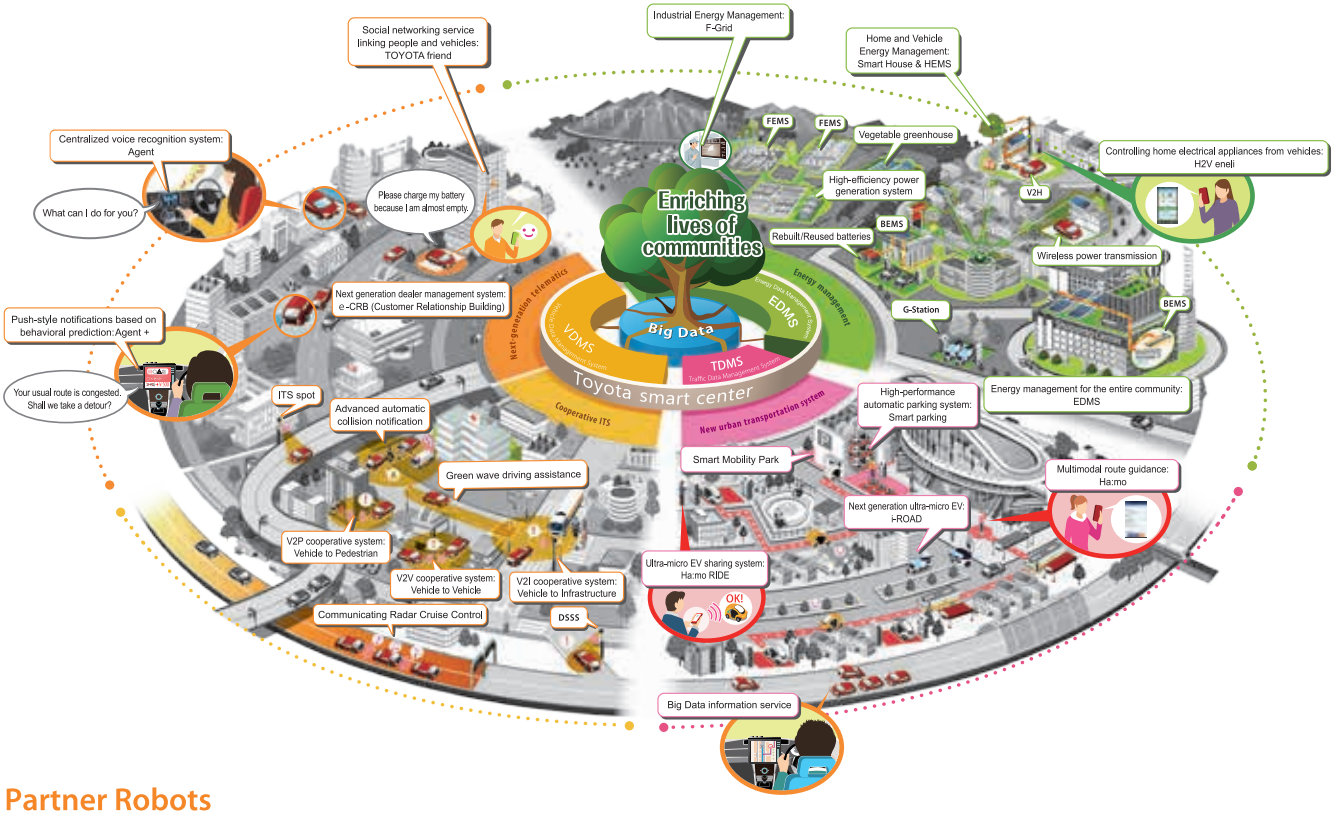
Toyota engages in biotechnology and greenery businesses to help build a recycling-based society. We promote green roofing, biomass and other related businesses. Furthermore, in support of agriculture, we have begun offering the "Housaku Keikaku" ("harvest plan") agricultural IT management tool aimed at large-scale rice-growing cooperatives, in the hope that it will help enhance the competitiveness of Japanese farming.

Car park greening system, Smart Green Parking

Initiatives toward the Future

Toward realizing a smart mobility society

By mutually connecting cars, people and communities, Toyota is aiming to create a prosperous society in which all people can feel secure anywhere, from moving by car to scenes in daily life. Next-generation telematics will make cars reliable partners by connecting them to people. Cooperative ITS aims to achieve a society with zero traffic accidents by connecting cars to roads. Energy management aims to achieve high-quality, environment-friendly, uninterrupted lifestyles by forming connections to communities. Next-generation transportation systems aim to create a world of stress-free transportation by forming connections to society. By engaging in actions related to these, Toyota intends to contribute to secure and abundant lifestyles.



Partner Robots

Under its vision for a world in which all people can enjoy freedom of movement and be self-reliant, Toyota is striving for the realization of a more-sustainable society and a safe, secure and comfortable way of life. It is expanding field trials at medical facilities to achieve early real-life application of its rehabilitation robots and has also established a structure for promoting technological development of home helper robots, in collaboration with multiple research organizations and others.

Rehabilitation robot

Home helper robot

Toward Enriching Communities

Toward enriching communities and achieving their sustainable development, Toyota is advancing its social contribution activities by working together with a wide range of various levels of society, while putting available resources to the most-effective use possible. We have set the environment, traffic safety, and human resource development as global priority areas for our social contribution activities, and we plan to add areas, as needed, to match the social needs of each region.

Japan

*Please refer to the page 6 for traffic safety initiatives

Forest of Toyota

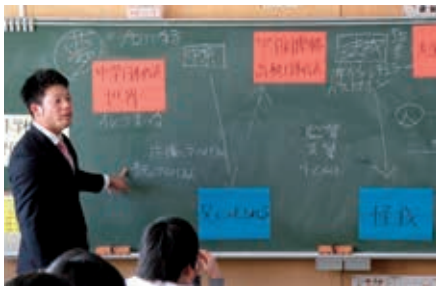
Toyota has revitalized a company-owned "satoyama", or a forest that was once used to help support community life, and uses it for outdoor activities that let elementary school children experience and learn about nature.

Toyota Shirakawa-Go Eco-Institute

Nestled in a village of traditional "gassho"-style thatched-roof houses that form a World Heritage site, the institute offers hands-on nature programs.

Toyota Community Concerts

Toyota, in collaboration with the Federation of Japan Amateur Orchestras Corp., is supporting, along with its Japanese sales companies, amateur orchestras throughout Japan.



Dream Class for the MIRAI in Toyota City

Athletes belonging to Toyota's athletics clubs serve as "dream teachers" and teach elementary school children about the power of having dreams and importance of hard work and teamwork.

Scientific workshops for Children

Employees volunteer as instructors to provide hands-on science education to convey to children the significance of making things and the fun of science.

Toyota Volunteer Center

Through its own projects and in response to requests by regional organizations, etc., the center supports volunteer activities by employees in priority areas that include "environmental protection", "disasters" and "social welfare".

Culture-related Facilities

Many facilities are open to the public to further promote automotive culture.

Toyota Kaikan Exhibition Hall

Showcases Toyota's vision of motorized society; provides guided plant tour.

Toyota Automobile Museum

An exhibit on the 100-year history of the automobile, centering on actual vehicles

Toyota Commemorative Museum of Industry and Technology

Shows the development of textile and automotive technology; located on the site where the Toyota Group began.

Toyota Kuragaike Commemorative Hall

Life story of Toyota Motor founder, Kiichiro Toyoda is exhibited along with the history of car manufacturing.

Sakichi Toyoda Memorial House

Conveys to visitors the aspirations of Sakichi Toyoda, who helped lay the foundation for Japanese industry.

MEGA WEB

Car showroom and theme park where visitors can see, ride, drive and experience cars

Related Institutions

Toyota Foundation

Subsidizes research and projects in Japan and overseas to make a long-term, global contribution to various social issues.

Toyota Technological Institute

Offers a unique learning environment with small classes to foster engineers capable of undertaking leading-edge research and development.

Toyota Mobility Foundation

Subsidizes activities by NPOs, research institutions and others worldwide toward the achievement of an even-better mobility-based society.

Overseas

Toyota Eco Youth in Indonesia

Toyota supports high schools in Indonesia in carrying out environment projects such as electricity saving and wastewater treatment in schools.

Environmental Protection in China

With the Central Committee of the Communist Youth League and All-China Youth Federation, Toyota selects excellent environmental activities and presents an award with supporting funds.

Toyota APA Costa dos Corais Project in Brazil

Toyota is working with local communities and NGOs to protect plants and animals such as coral reefs, mangroves and the endangered manatee in "APA Costa dos Corais", the largest ecosystem preserve in Brazil.

Traffic safety education in Thailand

Educational program for children are offered at parks that Toyota made for those programs in Bangkok and other major cities.

Traffic safety education in Turkey

Toyota provides traffic safety awareness kits and promotes traffic safety education for children during national traffic safety weeks.

Safety Instructor Training Program

Toyota, with the Vietnam Traffic Police, conducts a program that nurtures "safe driving instructors" to be skilled and mindful in safe driving and raising safety awareness.

Supporting biodiversity in the UK

In cooperation with the Royal Botanic Gardens at Kew, Toyota is restoring indigenous environment in its plant, and harvesting and storing grass seeds.

Family Literacy Program in the USA

In cooperation with the National Center for Family Literacy, Toyota supports families who were not given the chance of learning to take various education programs.

Toyota Teach in South Africa

Toyota provides elementary school teachers with training in teaching methods for English, math and science as well as in school operation.

Toyota fund for students in China

In cooperation with Soong Ching Ling Foundation, Toyota supports students who would otherwise face financial difficulty in going on to tertiary education.

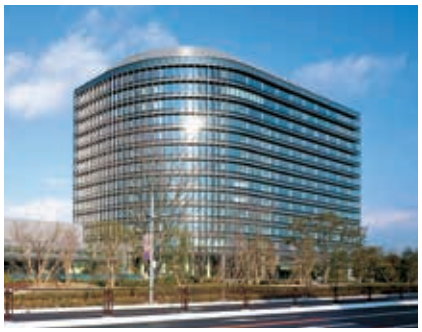
Periodical Healthcare Service for Deprived Areas in the Philippines

With the cooperation of healthcare professions, dental organizations, pharmaceutical companies and local governments, Toyota administers an annual healthcare service. Approximately 250 volunteers, including Toyota employees participate.

Regional contribution volunteer activities in the USA

Toyota manufacturing subsidiaries in the United States are promoting volunteer activities by employees and their families. Various approaches are being taken, such as having an employee's company make a donation to a charitable organization designated by the employee that matches the amount of time spent as a volunteer.

Company Outline


Head Office


Tokyo Head Office


Nagoya Office

Establishment	August 28,1937
Capital	635 billion yen
Number of Staff	72,721 (Consolidated 348,877)

■ Financial Results : FY ended 3/'16

<Consolidated*> Yen in billions

Net Revenues	28,403
Operating Income	2,853
Net Income	2,312

*Consolidated subsidiaries : 548 companies
Affiliates under equity method : 54 companies

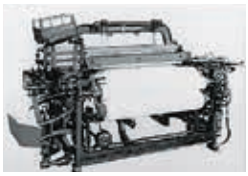
Head Office	1 Toyota-Cho, Toyota City, Aichi	Phone: (0565)28-2121
Tokyo Head Office	1-4-18 Koraku, Bunkyo-ku, Tokyo	Phone: (03)3817-7111
Nagoya Office	4-7-1 Meieki, Nakamura-ku, Nagoya, Aichi	Phone: (052)552-2111

■ History

1867	Sakichi Toyoda was born
1894	Kiichiro Toyoda was born
1924	Toyoda Model G Automatic Loom was invented
1929	Automatic-loom patent was sold to a British company
1930	Kiichiro Toyoda started research into small gasoline-powered engine
1933	Automobile Department was established in Toyoda Automatic Loom Works, Ltd.
1935	"Five Main Principles of Toyoda" was compiled
1936	The AA Sedan was completed
1937	Toyota Motor Co., Ltd. was established
1938	Honsha Plant started production
1950	Company faced a financial crisis. Toyota Motor Sales Co., Ltd. was established
1951	Suggestion System started
1955	The Toyopet Crown, the first full fledged passenger car, was launched
1957	The first prototypes of the Crown were exported to the USA
	Toyota Motor Sales, U.S.A., Inc. was established
1959	Motomachi Plant started production (The first passenger car plant in Japan)
1962	Joint Declaration of Labor and Management was signed
1965	The Deming Application Prize for quality control was awarded
1966	The Corolla was launched
	Takaoka Plant started production
1974	Toyota Foundation was established
1975	The prefabricated housing business started
1982	Toyota Motor Co., Ltd. and Toyota Motor Sales Co., Ltd. merged into Toyota Motor Corporation
1988	Toyota Motor Manufacturing, Kentucky, Inc. started production
1989	The Lexus brand was launched in the USA
1992	Toyota Motor Manufacturing (UK) Ltd. started production
1997	The Prius, the world first mass-produced hybrid car, was launched
1999	Cumulative domestic production exceeded 100 million vehicles
	Toyota Kirloskar Motor Private Ltd. started production in India
2000	Sichuan FAW Toyota Motor Co., Ltd. started production in China
2001	Toyota Motor Manufacturing France S.A.S. started production
2002	Tianjin FAW Toyota Motor Co., Ltd. started production in China
2006	GAC Toyota Motor Co., Ltd. started production in China
2012	Cumulative worldwide production exceeded 200 million vehicles
2014	The Mirai, the world first publicly-marketed fuel cell car, was launched
2015	The Prius was redesigned as the 1st TNGA* model

*Toyota New Global Architecture: An approach to making vehicles using completely renewed powertrain components and platforms.


Sakichi Toyoda


Model G Automatic Loom

1. Always be faithful to your duties, thereby contributing to the Company and to the overall good.
2. Always be studious and creative, striving to stay ahead of the times.
3. Always be practical and avoid frivolousness.
4. Always strive to build a homelike atmosphere at work that is warm and friendly.
5. Always have respect for spiritual matters, and remember to be grateful at all times.

Five Main Principles of Toyoda


Kiichiro Toyoda


The AA Sedan

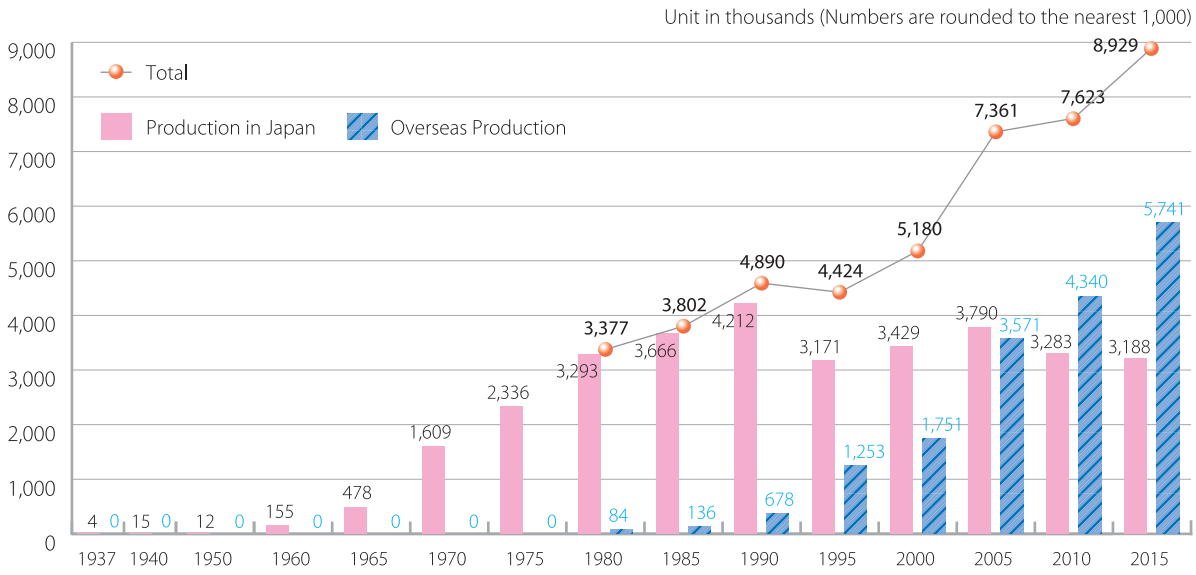

Toyopet Crown


Signing of the "Joint Declaration of Labor and Management"

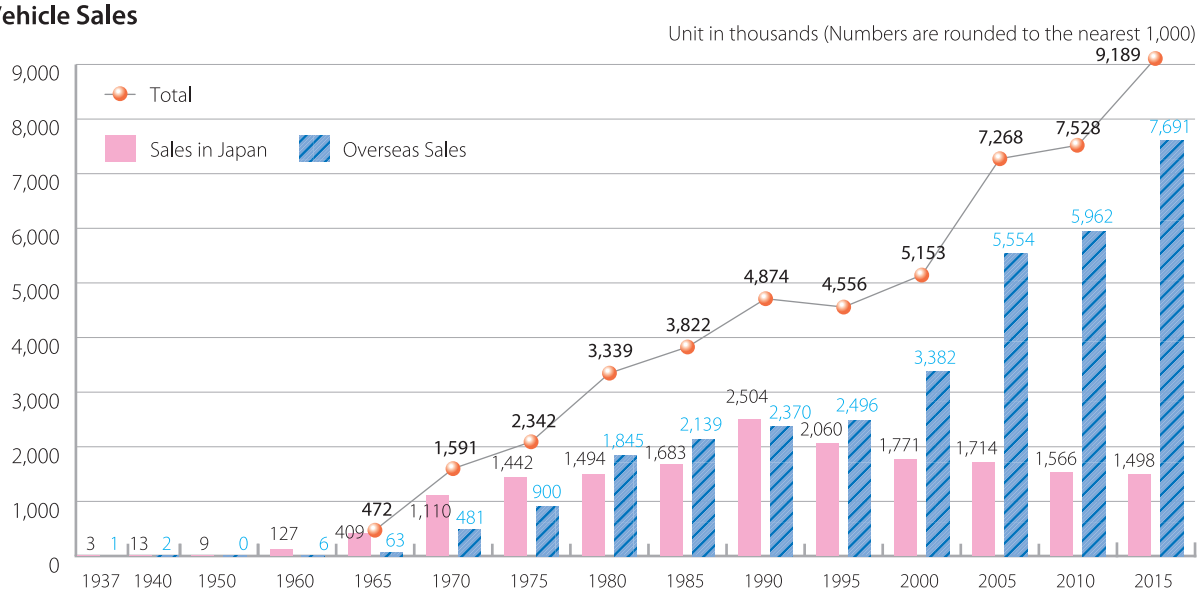

The Deming Prize awarded


The first generation Prius

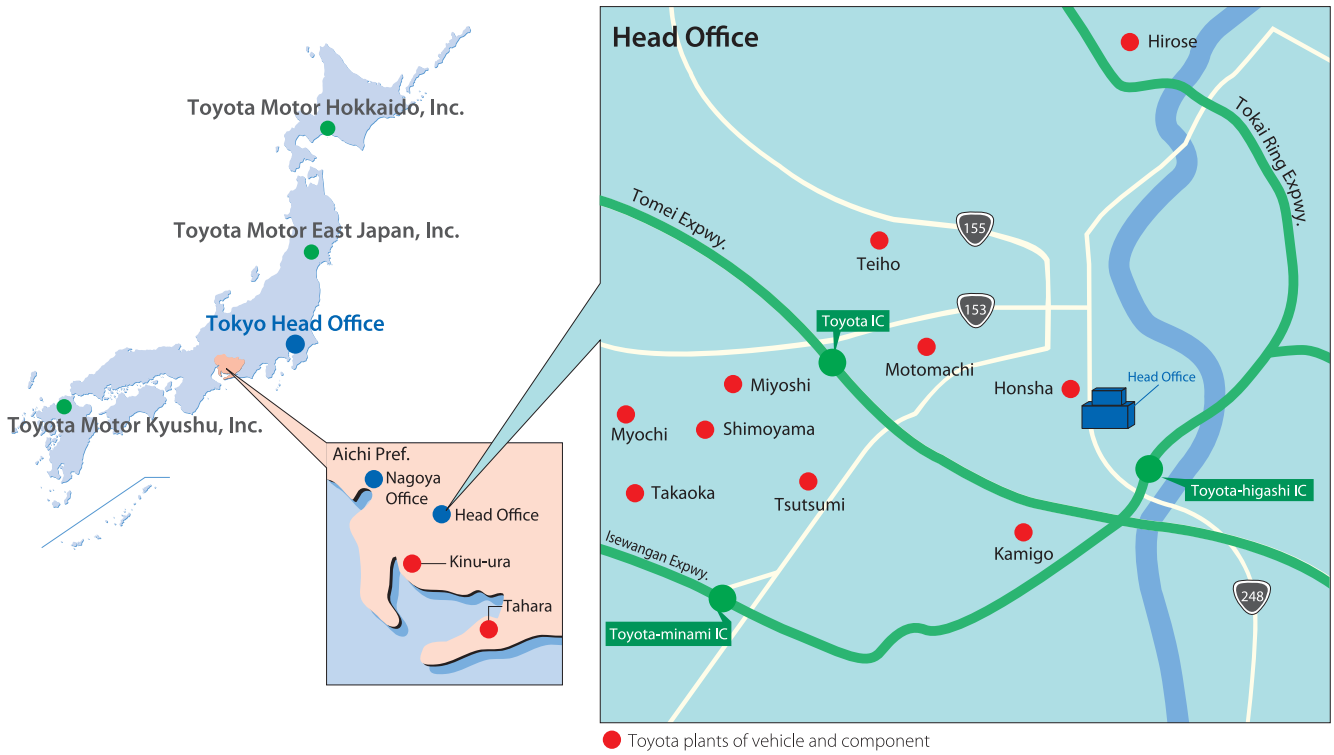
■ Toyota Vehicle Production



■ Toyota Vehicle Sales



■ Plants and Offices in Japan



TOYOTA MOTOR CORPORATION
Corporate Citizenship Div.

www.toyota-global.com

2016.06