

TOYOTA'S INNOVATIVE SHARE ISSUE (2015)

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TOYOTA

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TOYOTA Social Contribution Activities

- TOYOTA SAFETY
- EDUCATION ACTIVITIES
- ENVIRONMENT MANAGEMENT



TOYOTA BUSINESS PLANS



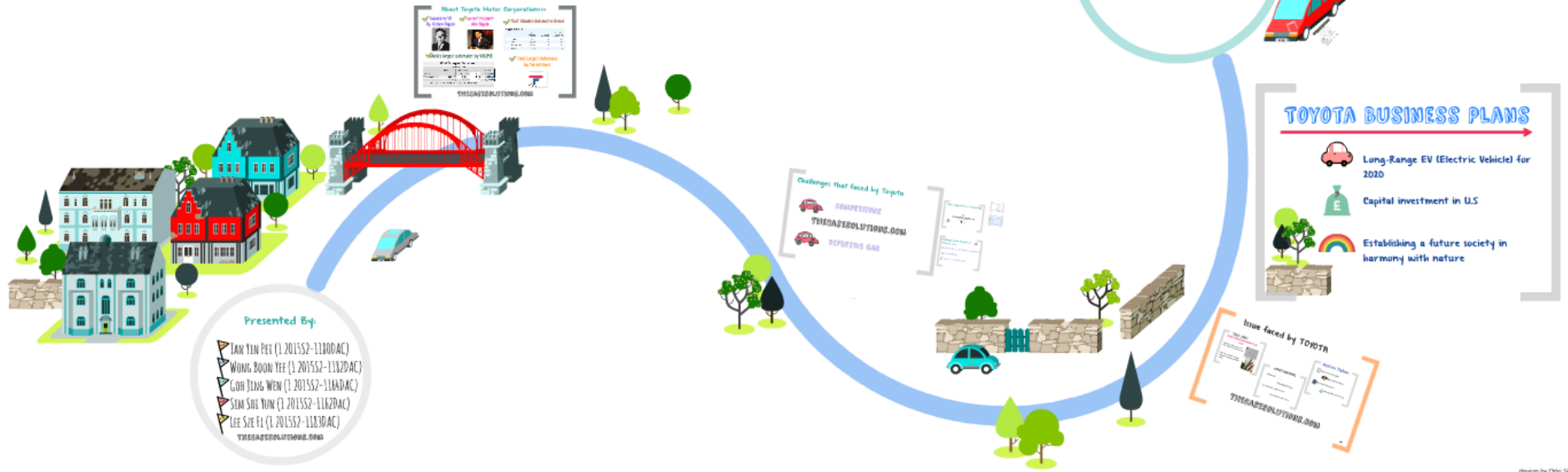
Long-Range EV (Electric Vehicle) for 2020



Capital investment in U.S



Establishing a future society in harmony with nature








Presented By:

- TAN YIM PEI (1.201552-1180DAC)
- WONG BOON YEE (1.201552-1182DAC)
- COH JIANG WEN (1.201552-1184DAC)
- SEH SHI YIEN (1.201552-1182DAC)
- LEE SZE EI (1.201552-1183DAC)

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Presented By:

-  TAN YIN PEI (1 2015S2-1180DAC)
-  WONG BOON YEE (1 2015S2-1182DAC)
-  GOH JING WEN (1 2015S2-1164DAC)
-  SIM SHI YUN (1 2015S2-1162DAC)
-  LEE SZE FI (1 2015S2-1183DAC)

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Outlines

- INTRODUCTION



- ISSUE



- CHALLENGES



- BUSINESS PLAN



- SOCIETY CONTRIBUTION



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About Toyota Motor Corporation>>>

✓ Founded in 1937
By Kiichiro Toyoda



✓ Current President:
Akio Toyoda



✓ Most Valuable Automotive Brand

CARS TOP 10

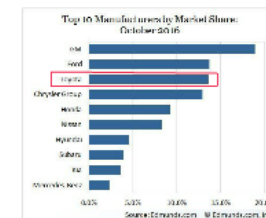
		Brand Value 2016 \$ Million	Brand Contribution	Brand Value % Change 2016 vs. 2015
1	Toyota	29,501	3	2%
2	BMW	26,837	4	2%
3	Mercedes-Benz	22,708	4	4%
4	Honda	13,195	3	-1%

✓ World's largest automaker by VOLUME

World's Largest Automakers				
8 Months 2016				
	Jan-Aug 2016	Jan-Aug 2015	YoY	2016 proj.
Toyota	6,686,122	6,599,643	1.3%	10,029,000
Volkswagen	6,662,700	6,545,600	1.8%	9,994,000
GM	6,346,667	6,400,000	-0.8%	9,520,000

Source: Company data. GM, VW: Deliveries. Toyota: Production. Blue: Estimate

✓ Third Largest Automaker
by Marketshare



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HISTORY



1937 Toyota Motor Corporation was founded



1939 Established Research Centre



1940 Established Toyota Science Centre



1949 Faced huge loss and consider dissolution



1951 First introduced the Land Cruiser Model.



1957 Exported first Crown to the America



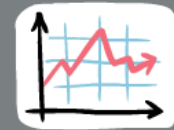
1980 Become the second highest car producer



1989 Launched Lexus Brand in USA



2013 Overtook General Motors in the number of sales



1980 ~ 2015s Operates 53 overseas manufacturing companies in 28 countries. The company's vehicles are sold in more than 170 countries.

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Issue faced by TOYOTA



YEAR 2009



Sudden Unintended Acceleration Issue (SUA)


· IMPROPER FLOOR MAT THAT TAKE FROM ANOTHER VEHICLES





· Substitute the side airbags instead of properly installed brake



Action Taken

 Recalled all the relevant vehicles

 Apology to all the consumers

 Make promise to the consumers

 Make compensation to all the victim

CONSEQUENCES

Lawsuit



Financial Loss



Company's reputation



Loosed market share



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Challenges that faced by Toyota



COMPETITORS

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DEFECTIVE CAR

Major competitors of Toyota



TOYOTA

VS

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HONDA

