



# TOYOTA

Driving the Mainstream Market to Purchase  
Hybrid Electric Vehicles

MKT 5311: Marketing Management



TheCaseSolution.com





YouTube

- HUD
- NAVI
- Voice-A

- PREV VOL
- CLOSE
- AM
- FM
- SAT
- USB-AUX
- DISC
- AUDIO

Navigation screen showing a map with a red route. The screen displays '5', '2m', '3.6', and 'Show on Map Enter Mark Off'.

- TUNE SCROLL
- SEEK
- TRACK
- INFO
- DEST
- MAP
- SETUP

Climate control panel with a digital display showing '73' and '2 75'. Buttons include OFF, AUTO, A/C, and FAN.

Gear shift lever with 'P', 'R', 'N', 'D', 'B' markings. Buttons for 'P', 'ECO', and a red hazard button.

L.K.C.S.G.

Lion Keen Consulting Strategic Group

# Overview

- History of Toyota
- Challenges
- Analysis
- Marketing Research
- Recommendations

# History of Toyota

Claudia De La Rosa

ounded by  
to Toyota  
s.  
as formed

Toyopet,  
was **underpowered** and **overpriced**  
for the American market.

In 1972 Toyota sold its one-millionth vehicle.

By the end of 1975, Toyota surpassed Volkswagen to become the  
import brand in the United States.

# History of Toyota

Claudia De La Rosa

Toyoda Company was founded by  
Kiichiro Toyoda in 1936.

In 1937, the name was changed to Toyota  
for superstitious reasons.

Toyota Motor Sales, U.S.A., Inc., was formed  
Oct. 31, 1957



Toyopet,  
was underpowered and overpriced  
for the American market.

Land Cruiser  
carried the Toyota flag in the  
United States until 1965 when the  
Toyota Corona arrived.

In 1972 Toyota sold its one millionth vehicle.

By the end of 1975, Toyota surpassed Volkswagen to become the No. 1  
import brand in the United States.

In 1976, Toyota launched some of its most memorable advertising  
campaigns, "You Asked for 10 You Got 10" and the hit "Oh What A Feeling."

In 1986, the first Toyota car was built in America.

In 1989, Toyota began to branch out by adding many larger and more  
luxurious vehicles to its line.

Company sales began in 1958 selling 288 vehicles.



Corona,  
the first popular Toyota in America, was designed  
specifically for American drivers.



July 1967,

Toyota had become the third-best-selling import brand in  
the United States.

Prox, which is also known as "go before," was introduced into the  
Japanese Market in 1997.



Toyoda Company was founded by  
Kiichiro **Toyoda** in **1936**.

In **1937**, the name was **changed** to Toyota  
for **superstitious** reasons.

Toyota Motor Sales, **U.S.A., Inc.**, was formed  
**Oct. 31, 1957**

