

OH WHAT A FEELING!



www.toyota.com.au

THE MARKET

The Australian automotive market has found a new plateau. At the beginning of the 1990s it averaged in the low to mid 600,000 deliveries a year. Going into the new century, sales for three years in succession have been in the high 700,000s. There is every reason to suggest the next decade will end in similar growth. Australia's four local motor manufacturers have strongly embraced the need to export as well as service the domestic market. In 2000, automotive exports reached \$4.2 billion – an all time high.

ACHIEVEMENTS

Toyota was market leader in Australia six years out of ten in the last decade. It delivered more than 1.25 million vehicles, 150,000 more than its nearest rival. There are now more Toyotas registered in Australia than any other make. Importantly, at the turn of the century, Toyota became the second largest domestic passenger vehicle brand for the first time. It is the clear leader in commercial vehicles for the 22nd successive year.

Toyota Australia was also Australia's top exporter. Its Altona plant in Victoria delivered almost 50,000 Camrys to 33 countries, earning more than \$1 billion in 2000 - an all time high.

Toyota Motor Corporation is now the world's top automaker in terms of market valuation.

A Fortune Magazine survey declared it the most admired automobile maker, an accolade shared by Toyota Australia which won a similar survey undertaken by Reader's Digest. Establishing manufacturing facilities in all continents around the world has been

the key to Toyota's development. The company's manufacturing is now shared equally by Japan, the United States, and by plants in the rest of the world including Australia. In 1990 Toyota built 690,000 vehicles in plants outside Japan. In 2000, it built 1.78 million vehicles offshore in 39 factories. Toyota became the first world manufacturer to introduce a production hybrid vehicle, the Prius. The car's name means "to go before", and it is leading a world movement towards eco-cars.

HISTORY

Toyota has always sought to meet market demand with vehicles purpose-built for specific tasks. In the 1950s construction magnate Sir Leslie Thiess secured early Toyota LandCruisers to use on Australia's Snowy Mountains Hydroelectric Scheme. The LandCruiser was markedly superior to other 4x4s, and it was its success on Australia's largest ever energy project that led to the formation of Toyota in Australia. In the 1980s Toyota introduced Twin Cam Multi-valve technology into world production. The eco-friendly cylinder head design was purpose-designed as an answer-in-part to global fuel crises. It was the forerunner of universal adoption of the technology by other car makers.

In the 1990s Toyota introduced anti-skid-braking (ABS) on a mass-production scale never before experienced. ABS is now fitted to more than 80 per cent of all Toyotas. High volume has resulted in low unit cost. The company recently introduced ABS on its Dyna range of trucks. Toyota began

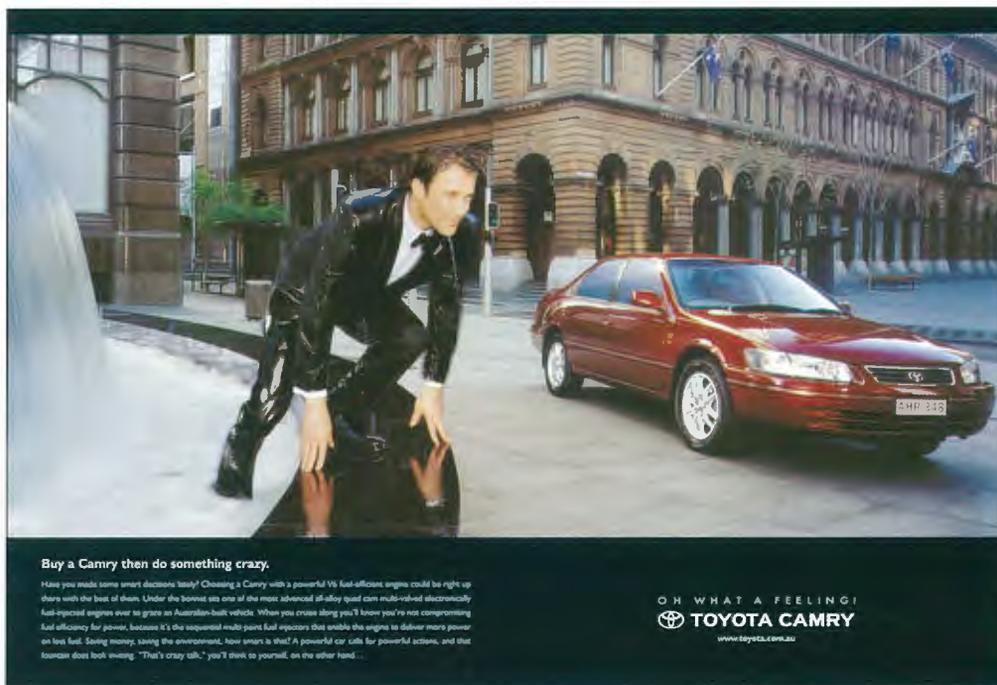
and Toyota is leading its development. Two factory owned sites – Sydney City Toyota in Sydney and Brighton Toyota in Melbourne – provide modular innovations which can be adopted by the dealer network.

THE PRODUCT

In Australia Toyota is becoming increasingly a strong participant in the family car market. Its locally made Camry and Avalon models now make up 11 per cent of the large car segment. Toyota's quad cam V6 engine, fitted to both, is regarded as one of the best performing and most economical drivetrains available. Model diversity is the company's strength. Toyota has the broadest range of any manufacturer. Its four wheel drives - from RAV4 to LandCruiser 100 series - are clear leaders in the off road sector in Australia which accounts for almost 20 per cent of new vehicle deliveries. Toyota commercial vehicles - including HiLux and Hiace - account for around 30 per cent of all light commercial deliveries in Australia, more than

double the combined total of their nearest two competitors.

Internationally, chassis commonality is driving new efficiencies and providing customers with a wide range of body styles and applications. For example, the small car Echo is available globally in six configurations including the youth market Will series - a marketing thrust designed to attract a new generation. Custom vehicles are becoming an increasing part of Toyota's ability to offer its customers individual cars. In Japan its company Modelista is a specialised custom-builder. In Australia



Buy a Camry then do something crazy.

Have you made some smart decisions lately? Choosing a Camry with a powerful V6 fuel-efficient engine could be right up there with the best of them. Under the bonnet sits one of the most advanced alloy quad cam multi-valve electronically fuel-injected engines ever to grace an Australian-built vehicle. When you cruise along you'll know you're not compromising fuel efficiency for power, because it's the sequential multi-point fuel injectors that enable the engine to deliver more power on less fuel. Saving money, saving the environment, how smart is that? A powerful car calls for powerful actions, and the toughest don't look smiling. "That's crazy talk," you'll think to yourself, on the other hand...

OH WHAT A FEELING! TOYOTA CAMRY www.toyota.com.au

manufacturing in Australia in 1962 – its first factory outside Japan. Its high technology engine plant manufactures Twin Cam Multi-valve engines for domestic and export sales. And its environmentally friendly Altona plant, opened in 1995, has a capacity of more than 100,000 vehicles a year. It is Toyota's only plant to build more than one model on the one line. Toyota has some 234 dealers throughout Australia with 271 outlets. The hub and spoke concept of a central dealership with strategically placed service satellites provides customer benefit



