

# TOYOTA



Toyota Sportivo Coupe

## THE MARKET

Australians are buying 900,000 new vehicles a year - an all-time record. A decade ago they bought fewer than 800,000.

More than 200,000 all wheel drive vehicles are sold each year and it is likely that demand will grow even further. Australian businesses are also investing in new, even safer and more car-like commercial vehicles. More than 150,000 are sold each year.

Business confidence, favourable exchange rates, and financial stability have all contributed to the expanding automotive market.

## ACHIEVEMENTS

Toyota Australia has been outright market leader for seven of the past twelve years. It has been instrumental in each of the major growth markets, leading sales in the light, small and medium passenger vehicle segments, the all wheel drive market and the light commercial vehicle sector.

Toyota has become Australia's leading exporter of motor vehicles. It exports more than 66,000 Australian-made Camrys, earning more than \$1.5 billion each year. That is more than 30 per cent of Australia's total motor vehicle exports.

Globally, Toyota Motor Corporation, Japan's largest car maker, is committed to a target of achieving 15 per cent of all motor vehicle sales by the end of the decade. In Australia Toyota already claims more than 20 per cent of sales.

The Toyota Modular Platform (TMP) technique pioneered on Australian-made Camry and Avalon has the potential to become a universal trend. TMP utilises the same, or similar, rolling chassis as host to a number of different vehicles. Toyota has demonstrated the versatility of TMP with a special show vehicle, the locally designed all wheel drive Sportivo coupe which points to its Australian design capability.

In 2003 Toyota Motor Corporation was for the first time nominated the most admired company outside America in the annual Fortune magazine poll of the world's top 50 corporations.

The Fortune poll found Toyota to be the world's most admired car company, significantly ahead of German and Japanese competitors.

## HISTORY

Toyota Motor Corporation built its first car - the AA - in 1936, and its first exports occurred only four months later.

The first Toyotas came to Australian in the mid-1950s and the first distribution agreement was established in 1959 with construction magnate Sir Leslie Thiess, who used them on the Snowy Mountains HydroElectric Scheme. Thiess' LandCruisers sold to resource-based industries across Australia's vast north and western regions helped open the outback.

The first Toyotas built outside Japan were manufactured in Melbourne in the early 1960s.

Today almost 40 per cent of all Toyotas are manufactured outside Japan and with the opening of vast new markets in China and India, as well as Europe, it is likely off shore manufacture will soon predominate.

Toyota has taken the lead in many engineering developments which have guided world motor vehicle demand.

It was the first truly mass-manufacturer to



### WANT TO CHANGE THE WORLD?

Introducing the Toyota Prius. The future is here. It's the first car to combine a 1.5 liter VVT-i engine with a 27 horsepower electric motor. The result is a 54-horsepower hybrid powertrain that delivers 48 mpg city/45 mpg highway/45 mpg combined. That's 48 mpg city/45 mpg highway/45 mpg combined. That's 48 mpg city/45 mpg highway/45 mpg combined. That's 48 mpg city/45 mpg highway/45 mpg combined. That's 48 mpg city/45 mpg highway/45 mpg combined.



Start now.

embrace twin cam multi-valve technology (now with added VVT-i) with its benefits of lower fuel economy, lower emissions and higher performance.

Toyota utilises Australia's rough outback roads and high temperatures as an extreme-condition test centre. Many of Australia's worst conditions have now been recorded and are replicated on test beds at Toyota City near Nagoya.

In 1997 Toyota introduced the world's first environmentally friendly petrol/electric hybrid car, Prius, and more than 150,000 have now been delivered globally.

It is committed to offering hybrid versions of all its major passenger models over the coming years.

## THE PRODUCT

Toyota markets 20 different models in Australia in 103 variants - more than any other vehicle company. It leads nine of the seventeen segments which make up the Australian market.



Toyota Camry and Toyota Avalon are both locally manufactured at Toyota's Altona, Victoria plant. Almost 120,000 are produced each year.

Toyota's four wheel drive range - LandCruiser, Prado, Hilux, and its all wheel drives RAV4 and Kluger are each well suited to local market conditions.

LandCruiser, promoted as King Off the Road, accounts for better than 50 per cent of large 4x4 demand. LandCruiser 78 series workhorse and Hilux 4x4 together make up 36 per cent of the 4x4 pickup market.

Toyota's light, small and medium passenger motor vehicles - Echo, Corolla and Camry each lead their market segment and combined they out sell Australia's top selling six cylinder fleet and family vehicle.

Toyota's vehicles are well placed to meet the increasingly lower voluntary fuel consumption targets agreed between the motor industry and the Federal Government.

## RECENT DEVELOPMENTS

Toyota Motor Corporation has chosen Australia as an important site for its global engineering expansion.

A new technical centre is being built at Monash in Victoria to house up to 500 designers and engineers who will be engaged in development of cars for the region, and for the world.

Toyota has committed to reinforcing its position as global automotive leader in technology. Its second generation hybrid Prius is a benchmark example. It develops more combined power, has 30 per cent lighter battery storage and boosts on-board electric power by almost 50 per cent. That means the driver of new generation Prius can choose to use even more power or be even more energy efficient.

By 2010 Toyota aims to have two million hybrids on the world's roads, and it will have launched its first hydrogen/electric hybrid - a zero emission car. Current Prius halves the fuel consumption of an equivalent petrol-only car and reduces emissions by up to 90 per cent (Based on testing to ADR81/01 on a similar sized car). Technological development applies equally to safety and comfort.

DAT (Driver Assist Technology) on some 4WD models delivers driver aids which include vehicle stability control (VSC), electronic brake force distribution (EBD), downhill assist control (DAC), traction control (TRC) and hill start control (HSC).

The company has adopted GOA (Global Outstanding Assessment) to ensure that its vehicles comply with the most advanced passive safety standards of all countries.

## PROMOTION

Lifestyle integration has been the highpoint of Toyota's thrust to become even a greater part of Australian culture.

Toyota has always been part of the outback. When Australia's post-2000 drought was at its most critical point it was Toyota which organised and



underwrote the first publicly-funded drought relief program. Toyota genuinely sought no recognition. Its goal was to support the community of which it was part.

Toyota has been at the forefront of specifically tailored gender-specific programs like Toyota Avenue and Safe 'N' Savvy - each recognising that women positively influence up to 80 per cent of all private automotive purchase decisions.

The Toyota Community Spirit program, launched in 2001 is a central part of the company's aim of providing opportunities to work with local communities.

Toyota is the principal sponsor of National Tree Day, an initiative of Planet Ark. At the most recent National Tree Day communities around Australia planted 2.2 million trees - and the positive influence on young Australians was significant.

A Toyota initiative to make it possible for school students to study mechanical engineering as part of their curriculum has expanded to become an industry-wide practice supported by most Australian Departments of Technical and Further Education (TAFE). The T-3 program is expanding knowledge and creating careers.

Toyota is part of Australian sporting culture. It is principal sponsor of AFL. It enjoys a strong association with icon golfer Greg Norman and has its own motor racing team Toyota Team Racing which contests the Australian Rally Championship.

Toyota's long term advertising slogan: "Oh What a Feeling" endures as one of the country's most recognisable and oft-repeated catchcries. But with time it is evolving and coming to represent far broader based community values.

## BRAND VALUES

QDR - Quality, Dependability and Reliability - is the cornerstone of Toyota's reputation. Add to that Innovation and Inspiration and the brand values which support the company's evolving structure take shape.

The development of leading technologies to aid safety, the environment and occupant enjoyment, are driving Toyota to a new level of value in the community.

Toyota entered Formula One motor sport as a means of inspiring its own people and its customers. When asked why his company had entered F1, Toyota president Fujio Cho said: "So that I can employ even better people".

## THINGS YOU DIDN'T KNOW ABOUT TOYOTA

- In Australia, Toyota encouraged its youngest employees to design their own car. The RAW group of under-25 staff members highly modified a Toyota Hilux utility and displayed it at the Sydney Motor Show.
- Toyota now has divisions building pre-fabricated houses, boats, aircraft engines, and aids to intelligent transport systems like electronic tollbooths.
- More than 6,300 multi-media electronic information terminals have been installed in convenience stores throughout Japan to allow customers to shop, request vehicle price estimates and make appointments with Toyota dealers.
- The Toyota PM (Personal Mobility) concept vehicle launched at the Tokyo Motor Show only allows access to the vehicle after a finger print check. The all-electric vehicle can compress its wheelbase to fit into tight parking spots.
- Visitors to Expo2005 in Japan will be transported around the giant site by driverless Toyota IMTS (Intelligent Multimode Transit System) vehicles. The IMTS vehicles can operate separately, picking up and dropping off passengers at will, or join up in platoon formation.
- Toyota is committed to the concept of hybrid fuel cell/ electric vehicles rather than pure fuel cells envisaged by some other companies. Electricity made from hydrogen offers an amazingly high 83 per cent theoretical efficiency and that is far preferable to dependency on a single fuel source.
- Toyota has celebrated 40 years of building cars in Australia and in 2004 it locally manufactured its two millionth vehicle. Globally Toyota has now delivered more than 28 million Corollas - the world's most popular car - and nine million Camrys. Its one tonne Hilux utility - the world's most in demand light truck - has passed the 12 million production milestone.
- Toyota set a new sales record in 2003 delivering 6.42 million vehicles globally. Almost 200,000 of these were in Australia.