



TOYOTA

THE MARKET

Toyota is a global brand, known all over the world for its durable, reliable and efficient vehicles. In Kenya, Toyota is a household name.

Toyota owns 24 percent of market share on total new vehicle sales in Kenya, and has led the motor vehicle industry for the last nine consecutive years; as well as having a high command of the passenger and light commercial new vehicle market excluding trucks and busses.

ACHIEVEMENTS

The brand holds 14001: ISO Certification, which is primarily concerned with environmental management. This is in recognition of Toyota's efforts to eliminate harmful effects its business may have on the environment. The brand is focused on the reduction of its environmental foot print by identifying aspects that affect the environment, evaluating level of impact and planning efforts to continually reduce the level of impact.

Other landmark achievements in the past few years are:

- 2008 – Highest unit sales in the history of the company – 3064 units
- 2008 – First in the motor industry to implement the SAP DBM System
- 2009 – Voted the best stand in the Total Motor Show 2009
- 2007 – 2009 – recognised by KRA among the top tax payers in Kenya
- 2010 – Attained the 14001: ISO Certification
- 2010 – Won the KIM (COYA) Company of the Year Award for Best Practice in Productivity and Quality

HISTORY

Toyota Kenya Limited (TKL) is a Kenyan registered company and a wholly owned subsidiary of the Toyota Tsusho Corporation [TTC] of Tokyo, Japan.

Prior to its formation, Toyota operated in Kenya as Lonrho Motors East Africa. In 1999, Toyota acquired 50% from LMEA.

In Mid 2000, TTC]the trading arm of Toyota Motor Corporation [TMC], the world's leading motor vehicle manufacturers took the strategic decision to maintain a dominant presence within Kenya by purchasing all Toyota assets from Lonrho Motors East Africa Ltd, the previous franchise holder. Toyota's subsidiary, TKL is the sole appointed distributor for Toyota in Kenya.

Since 2001, Toyota has led the market in the number one position with the peak in sales witnessed in 2008 at 3064 units. In this period, the company has also grown with a distributorship of 5 independent dealers and 4

branches countrywide.

With the financial and technical resources of the Toyota Group behind it, TKL is now well established, with four company owned outlets (Nairobi Toyota, Lokichoggio Toyota, Mombasa Toyota and Eldoret Parts Centre) and an extensive service centre network that has 2S (spares and service) representatives in all the major towns in the country. Yamaha Kenya (YMK), a division of TKL was simultaneously set up to handle sales, spares and service for Yamaha Motorcycles through TKL's outlets and Yamaha's own countrywide specialized dealer network.

Toyota, as the first direct investment in Kenya by a Japanese vehicle manufacturer underscores the commitment that TTC has, to providing Kenya and its people with the best vehicles, motorcycles and after sales support.

THE PRODUCT

Key Toyota products in Kenya include:

- 10th Generation Corolla: A dynamic, reliable, extremely economical saloon vehicle with an advanced design that features comfortable cabin, excellent headroom, and ample leg room.
- LC 70s Series [Land Cruiser Hardtop & Land Cruiser Pickup], synonymous with the East African region for over 40 years.
- Land Cruiser 4X4 Station Wagons in the form of the New Generation 200 Series (Land Cruiser VX & Land Cruiser GX) are the future of four wheel drive station wagons in Africa.
- Hilux Range of Pickups the Kenyan Work Horse, with a reputation for toughness, reliability and power, which has a wide array of products with both Single Cabin and Double Cabin options and 4x2 as well as 4x4 capabilities.
- The 2010 Land cruiser PRADO comes with multi-media specifications and on road – off road features for unrivalled product safety, strength and technological innovation.

www.toyota.com

"say aaah"

Bring your Toyota Hilux, Prado, Corolla or saloon model types (NZE, ZZE ZRE) for a **FREE** check-up at the Toyota Service Centre Head Office along Uhuru Highway on the 12th of June starting at 8am to 4pm.

Free check-up by Toyota certified technicians
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- RAV4 is the ideal vehicle for young families considering a new car as their family expands.
- Camry, well suited for both luxury driving and day to day comfort, is the ultimate expression of style - sophistication, elegance, class and luxury – for the discerning consumer.
- And also the Coaster and Hiace range of minibuses to meet all manner of passenger and corporate transportation needs.

In addition to its popular range of vehicles, Toyota's product offerings include:

Toyota Genuine Parts:

For all models sold by TKL across the country. Targeted at Toyota Owners to ensure vehicle performance is not compromised by use of counterfeit parts.



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A comprehensive parts stock for all popular Toyota and Yamaha models includes 18,000 line items worth over KShs 300,000,000. This assures customers of the highest availability in the market, approximately 90 percent. The brand only stocks, sells and fits Toyota and Yamaha approved genuine parts with a manufacturer's warranty of six months. Its warehouse is supported from a regional base in South Africa with genuine parts from Japan, cutting down lead items for restocking to a maximum of three weeks. Daily deliveries to customers and overnight courier deliveries are made to Toyota's Mombasa branch and all up-country service centres and stockists.

Toyota Quality Service:

Toyota trained and certified service technicians go through rigorous TMC training standards, ensuring vehicles remain in optimal performance levels. To ensure this level of consistent high performance, TKL has a high emphasis on training and boasts one of two TMC owned training centres in all of sub-Saharan Africa. This is a state of the art training centre with the latest training tools and encourages continuous learning through self learning programmes as well as continuous healthy competition amongst the trained service technicians.



Toyota workshops are the largest and best equipped in the region, and manned by highly trained technicians. Vehicle throughput is an unequalled 100 units per day utilizing 45 bays, supplemented with four innovative Express Lanes on a production line servicing system. In every case, products are designed to enhance service levels and the enjoyment of the Toyota experience.

RECENT DEVELOPMENTS

Launched in December 2009, the Land Cruiser PRADO 2010 is in a class of its own when it comes to enjoying the driving experience. With many multi-media features added, the PRADO handles well both on road and off-road, giving drivers superior comfort to enhance the experience. This was the first time that TKL participated in a worldwide launch of a product.

In its bid to expand the Toyota footprint in the country, the company recently opened the Toyota Parts Centre in Eldoret and is looking to increase its dealerships in the country. It has also acquired a large tract of land in Nairobi, which is slated to be the Vehicle Logistics Centre for Eastern Africa Region with completion set for 2012.

PROMOTION

Due to the complexity of the needs for the various market segments, the brand uses various marketing platforms depending on the product of focus.

However, across the market segments, it combines above the line communication channels such as print ads, outdoor and radio with below the line initiatives like fliers, sponsorships and events to create integrated marketing campaigns that encourage consumers to get behind the wheel of Toyota of their choice.

For new unit sales, Toyota focuses more on product attributes and functionality that meet customer needs. For the after sales, consumer education is one of the ways of ensuring customers make the right choices for Genuine Toyota Parts and Quality Toyota Service.

BRAND VALUES

Toyota means quality, durability and reliability for drivers. The brand promises customer satisfaction through ownership of quality, durable vehicles that will deliver efficiency and pleasant driving experience for the period of ownership.

Corporate social responsibility is taken

seriously by this brand: Involvement in the communities that it serves ensures the wellbeing of society and determines future growth.

Committed to life-long relationships - both with customers and stakeholders - through delivery of best products and services, the brand's logo has come to represent trust.

The 3D Chrome Corporate Identity is in line with the TTC Toyota corporate branding used in global markets. It features a 3D chrome-look logo, with the Toyota name, in red, beneath it.

Comprising three ellipses, the logo is arranged to form a stylised "T", each has a meaning to Toyota and to consumers:

- The outer ellipse is essentially a circle, the symbol of completeness. It represents strength and dynamism.
- The horizontal ellipse represents the actual product that customers interact with on a day to day basis - quality, workmanship, reliability and longstanding relationships that are synonymous with the Toyota experience.
- The vertical ellipse is a sign of life. It represents customers and their importance to Toyota; and the brand's constant striving to meet customers' needs.



THINGS YOU DIDN'T KNOW ABOUT TOYOTA KENYA

- Toyota Kenya hosts the only Toyota Motor Corporation Certified Technical Training Centre in Sub-Saharan Africa. The only other centre is in South Africa
- Toyota's technical teams in the region are fully trained to the Toyota Motor Corporation's required standard
- Toyota has consistently received the KRA Award from the Kenya Revenue Authority for being one of the best taxpayers in the Motor Vehicle Industry Category in Kenya
- The COYA Award won in 2010 was in recognition of Toyota commitment to quality processes and upholds the high standards of productivity and quality