

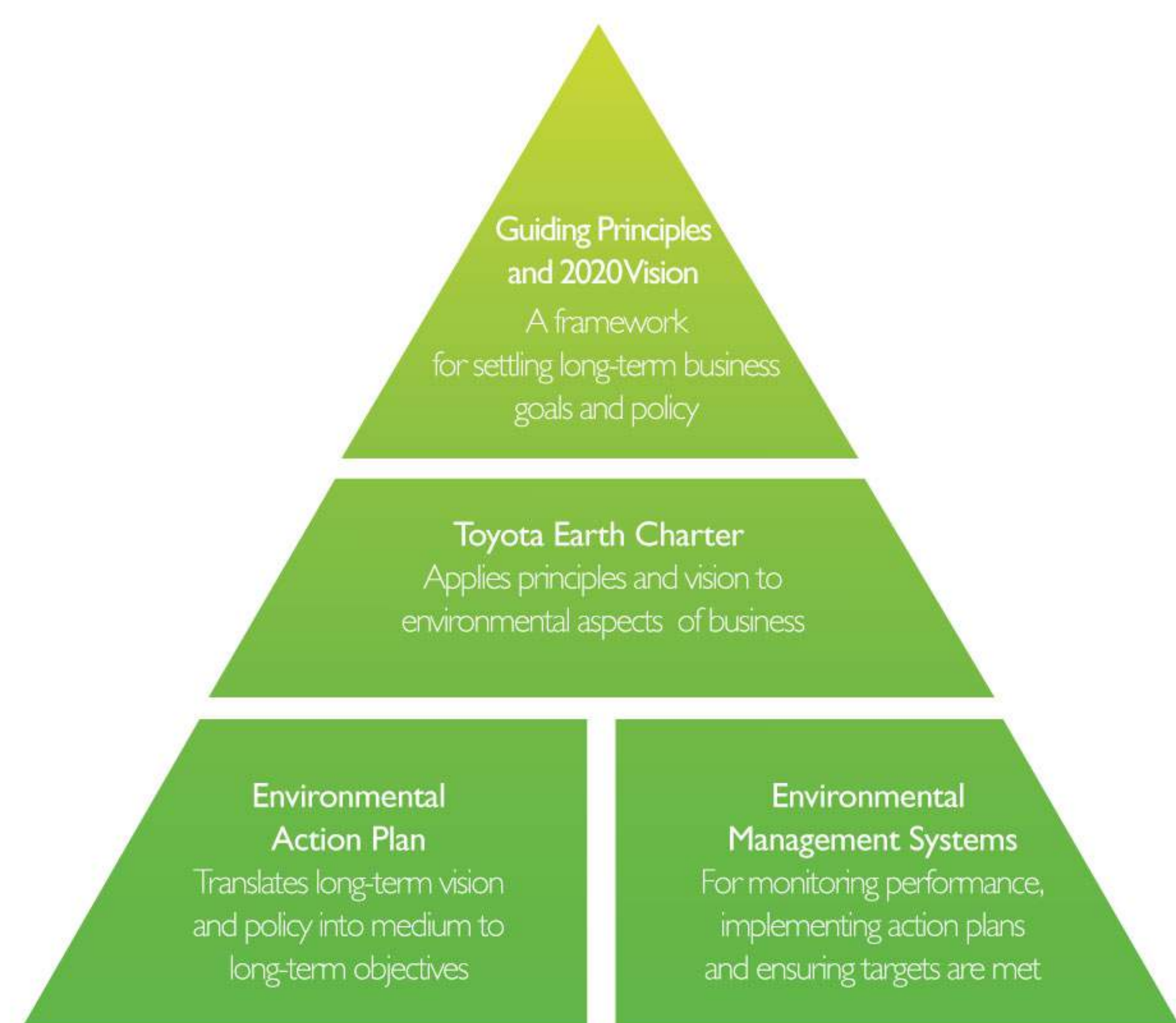
Guiding Principles and Earth Charter

Since its foundation, Toyota has strived to contribute to the sustainable development of the society & environment. TMC and its subsidiaries believe that this can be achieved by manufacturing and delivering high-quality products accompanied by innovation and quality services.

Evolving from such continuous efforts Toyota has constituted its own management philosophy, values and methods that have been passed down through generations throughout the company and across all the Toyota affiliates

4. Create and develop advanced technologies and provide outstanding products and services that fulfill the needs of customers worldwide.
5. Foster a corporate culture that enhances individual creativity and teamwork, while honouring mutual trust and respect between labour and management.
6. Pursue growth in harmony with the global community through innovative management.
7. Work with business partners in research and creation to achieve stable, long-term growth and mutual benefits while keeping ourselves open to new partnerships.

Global Toyota Environment Plan



Toyota Global Vision 2020

Toyota established the Toyota Global Vision 2020 to mark the 70th anniversary of its foundation, in November 2007. It is based on the Guiding Principles at Toyota, as an expression of the type of company that Toyota is aiming to become. This future image that Toyota is working to achieve in 2020 was shared with employees around the world.

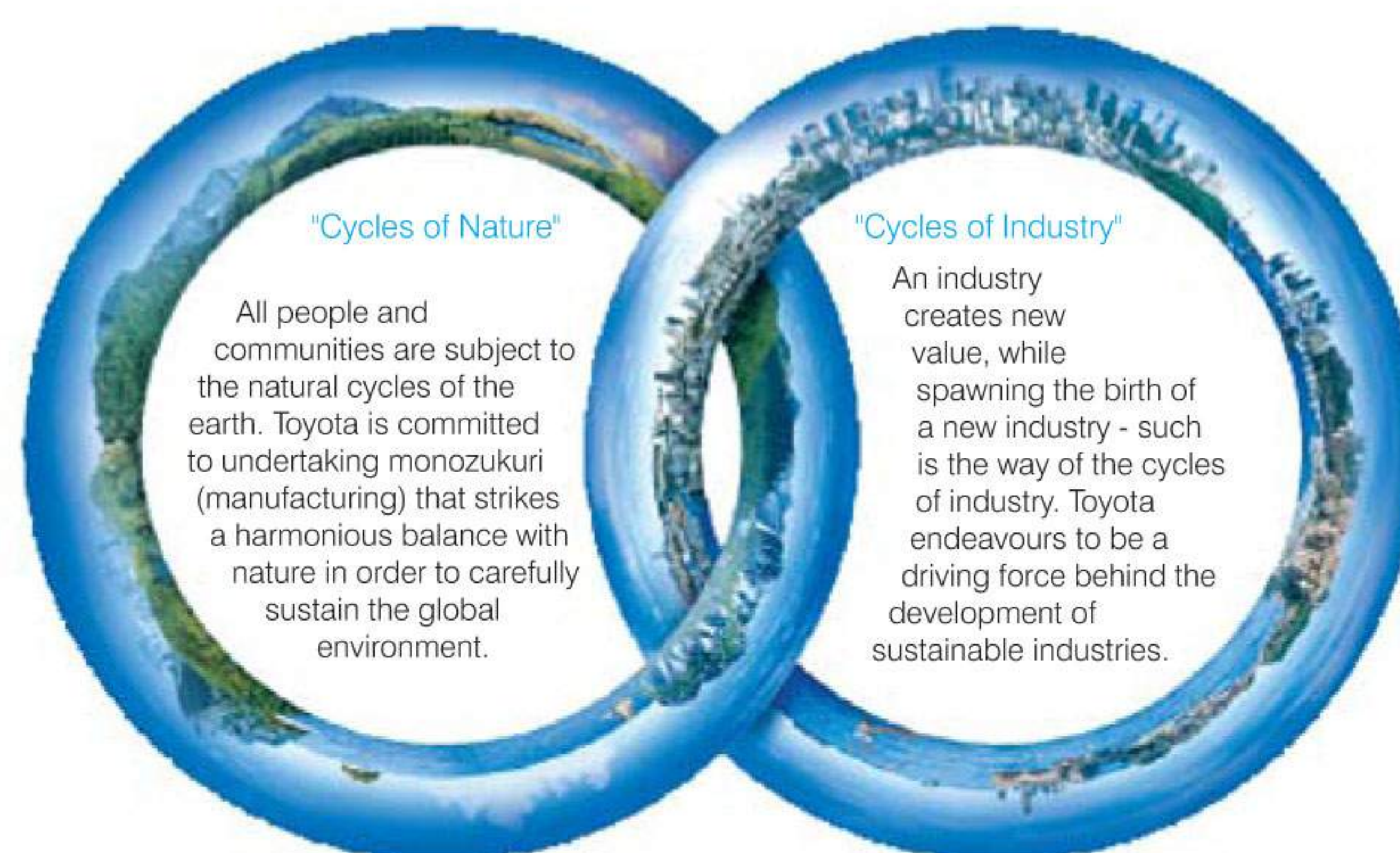
"Open the Frontiers of Tomorrow through the energy of people and technology" is the slogan for Global Vision 2020. This slogan expresses the commitment of Toyota and each and every employee to never be satisfied with the present condition, to create a path to a new world and to work steadily towards the realization of society's dreams. This progress is to be achieved "through the energy of people and technology" and achieving harmony between Cycle of nature & Industry as depicted below.

Toyota's Guiding Principles

Toyota's Guiding Principles corroborate our management policy for all our operations. The principles, which were adopted in January 1992 and revised in April 1997, reflect our commitment to fairness in all corporate activities, the provision of clean, safe and innovative products, and respect for the environment and culture of the communities in which we operate.

1. Honour the language and spirit of the law of every nation and undertake open and fair corporate activities to be a good citizen of the world.
2. Respect the culture and customs of every nation and contribute to economic and social development through corporate activities in the community.
3. Dedicate ourselves to providing clean and safe products and to enhancing the quality of life everywhere through all activities.

Toyota Global Vision 2020



Harmonize the "Cycles of Industry" with the "Cycles of Nature"

Toyota believes that re-examining the relationship between nature and industry and pursuing harmony between monozukuri, people, society in general, and nature is extremely important. Also, by seeking harmony between monozukuri and the cycles of nature, Toyota is helping promote efforts toward finding a harmonious balance between the cycles of nature and the cycles of industry. We believe that it is our mission to tackle challenges in new fields in order to achieve this. In our mission to achieve this balance, the Toyota Earth Charter serves as the guideline for all our actions & operations.

Toyota Earth Charter

The Toyota Earth Charter (formulated in 1992, revised in 2000) is based on the Guiding Principles of Toyota formulated in 1992 (revised in 1997), and embodies Toyota's comprehensive approach to environmental issues. The Toyota Earth Charter has been adopted by approximately 530 affiliates worldwide to date. In accordance with the Toyota Earth Charter, the medium-to long-term goals have been summarized to facilitate the promotion of environmental initiatives by each company.

Toyota Earth Charter

I. Basic Policy

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1. **Contribution toward a prosperous 21st century society :** Contribute toward a prosperous 21st century society. Aim for growth that is in harmony with the environment, and set as a challenge the achievement of zero emissions throughout all areas of business activities.
 2. **Pursuit of environmental technologies :** Pursue all possible environmental technologies, developing and establishing new technologies to enable the environment and economy to coexist harmoniously.
 3. **Voluntary actions :** Develop a voluntary improvement plan, based on thorough preventive measures and compliance with laws, that addresses environmental issues on the global, national, and regional scales, and promotes continuous implementation.
 4. **Working in cooperation with society :** Build close and cooperative relationships with a wide spectrum of individuals and organizations involved in environmental preservation including governments, local municipalities, related companies and industries.

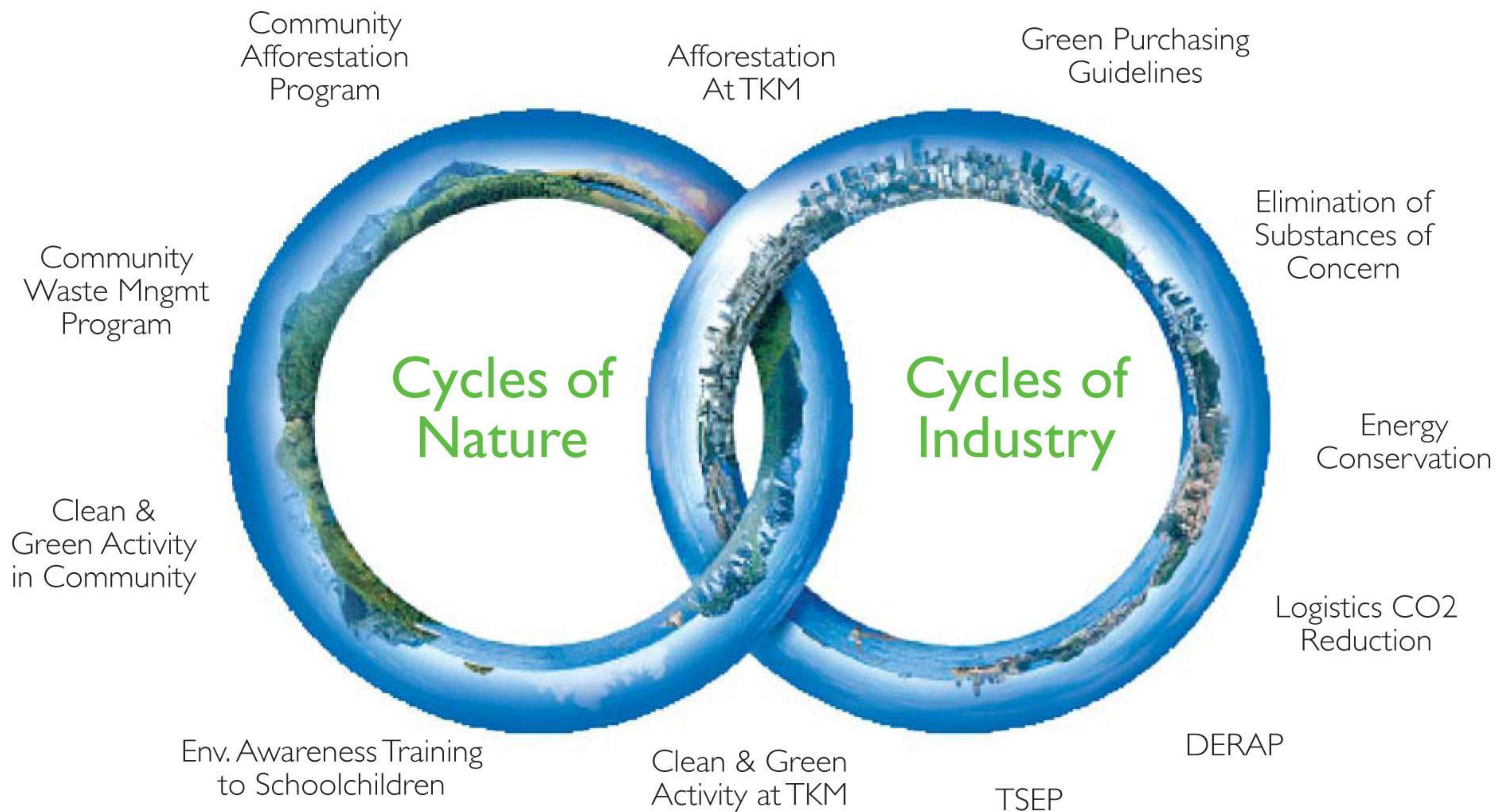
II. Action Guidelines

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1. **Always be concerned about the environment**
Take on the challenge of achieving zero emissions at all stages, i.e., production, utilization, and disposal.
 - (1) Develop and provide products with top-level environmental performance
 - (2) Pursue production activities that do not generate waste
 - (3) Implement thorough preventive measures
 - (4) Promote businesses that contribute toward environmental improvement
 2. **Business partners are partners in creating a better environment**
Cooperate with associated companies
 3. **As a member of society**
Actively participate in social actions
 - (1) Participate in the creation of a recycling-based society
 - (2) Support government environmental policies
 - (3) Contribute also to non-profit activities
 4. **Toward better understanding**
Actively disclose information and promote environmental awareness

Our Steps towards Sustainability:

In tune with the Basic Policy and Action Guidelines of the Earth Charter, TKM has embarked on a mission towards sustainable industry in harmony with nature. It shall integrate energy from renewable sources and path

breaking research and development activities keeping in mind the ecology of the neighborhood. It has also consciously integrated its environmental policies and goals that lend itself seamlessly with the design and development of environmentally friendly technologies. Following is an illustration giving a paradigm image of Toyota's operation in India aligned to the Toyota Global Vision 2020.



Activities at TKM in alignment with Global Vision 2020

Towards an Eco-Friendly Plant

Toyota Kirloskar Motor has come up with an ideology unique & first of its kind to drive sustainability in all its operations. This ideology includes a comprehensive approach towards sustainability right from the grass-root level, i.e. the employees. A methodological approach of Eco-mind, Eco-Kaizen & Eco-showcase has been underway to sensitize our employees and the community at large on the need to become environmental conscious citizens & thereby promote sustainability in all frontiers of operation.



Eco-Mind: ECO-MIND is a culture that we believe must get imbibed into the minds and souls of our team members so that he starts thinking about the environment on every action in his life inside and outside the company.

Eco Mind activities include all the initiatives aimed towards creation of an environmentally conscious citizen. In other words, an employee with Eco-Mind will always think & act in the best interest of the environment.

Eco-Kaizen: ECO-KAIZEN is the continuous improvement activity that can be executed at the work area. Eco Kaizen includes all the improvement initiatives originating out of an Eco-mind towards creating a sustainable plant and a low-carbon society at large.

Eco-Showcase: ECO-SHOWCASE is an effort to promote TKM's Eco Spirit to the community and neighborhood. Eco Showcase activities include the entire social outreach activities involving our external stakeholders, may it be our suppliers, dealers or our customers and the whole of the surrounding eco-system.