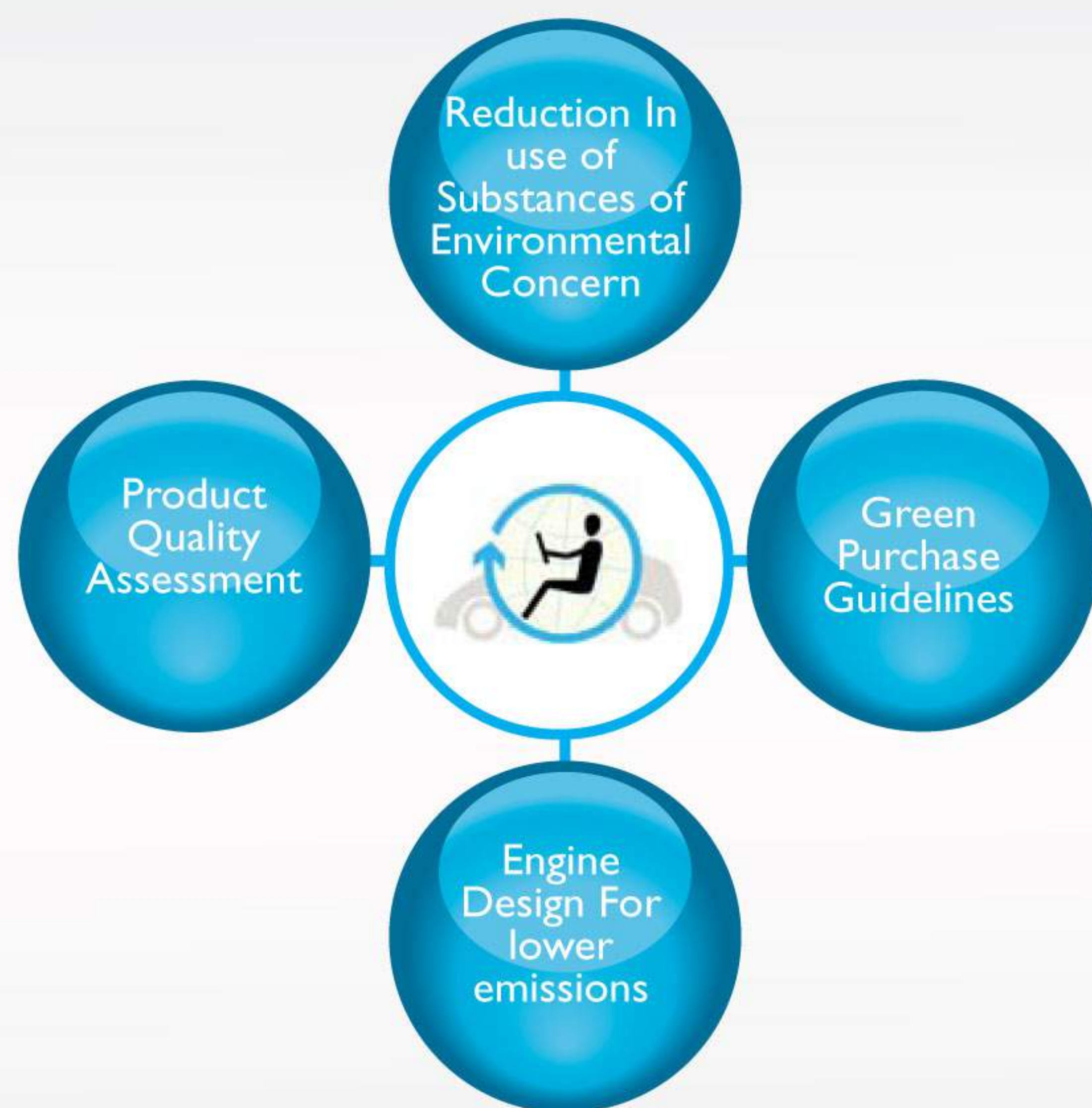


Technology

Sustainable mobility can be defined as 'the ability to meet the needs of society to move freely, gain access, communicate, trade and establish relationships without sacrificing other essential human or ecological values today or in the future.' For Toyota, sustainable mobility is about achieving harmony with the earth and society while growing our business.



Sustainable Mobility Initiatives at TKM

Sustainable Mobility activities include all R&D aimed to create a mobile society enabling people to live in harmony with the earth. Toyota Kirloskar Motor is committed to manufacture technically advanced and environment friendly products. TKM has always believed that the best way to serve society is by providing automobiles that will not only make people happy, but also be environment friendly.

TKM's products namely Innova, Corolla, Fortuner, Land-cruiser, Prado & Camry are truly global products, are

designed and built to match the expectation of all regulatory requirements of all major countries. The quality of each of the products is in consistence with global standards. Our endeavor towards Sustainability through technology at our manufacturing site in India is described in this section.

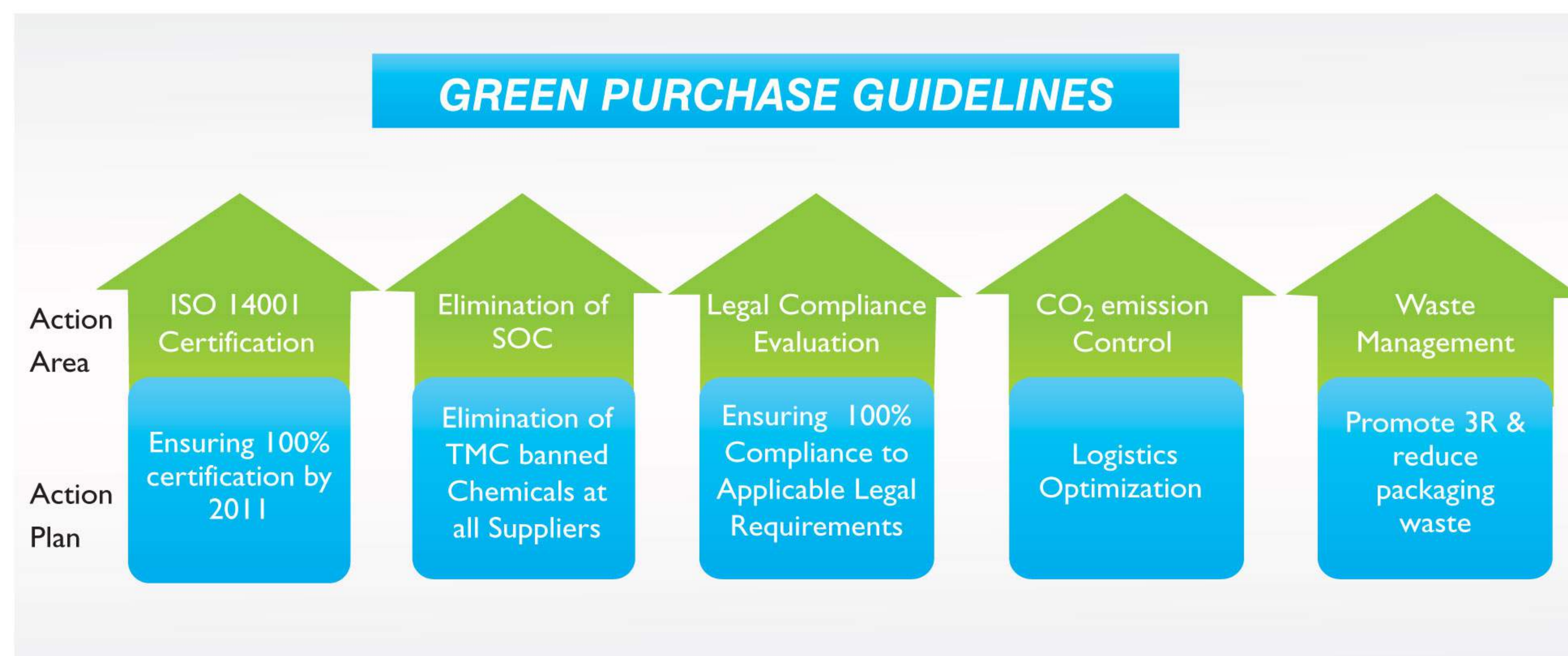
Reduction in use of Substances of Environmental Concern

Toyota's global standard promotes the elimination of substances of environment concern. Hexavalent chromium, Cadmium, Lead & Mercury have been eliminated from almost all the parts of the Innova, Corolla & Fortuner at TKM.

Although, there is no requirement or any law on end of life of vehicle in India, we at TKM have taken up proactively in early elimination. This aims to create a better and safe environment for the future generations to come as the SOC's can be very toxic even in small concentrations.

Green Purchase Guidelines

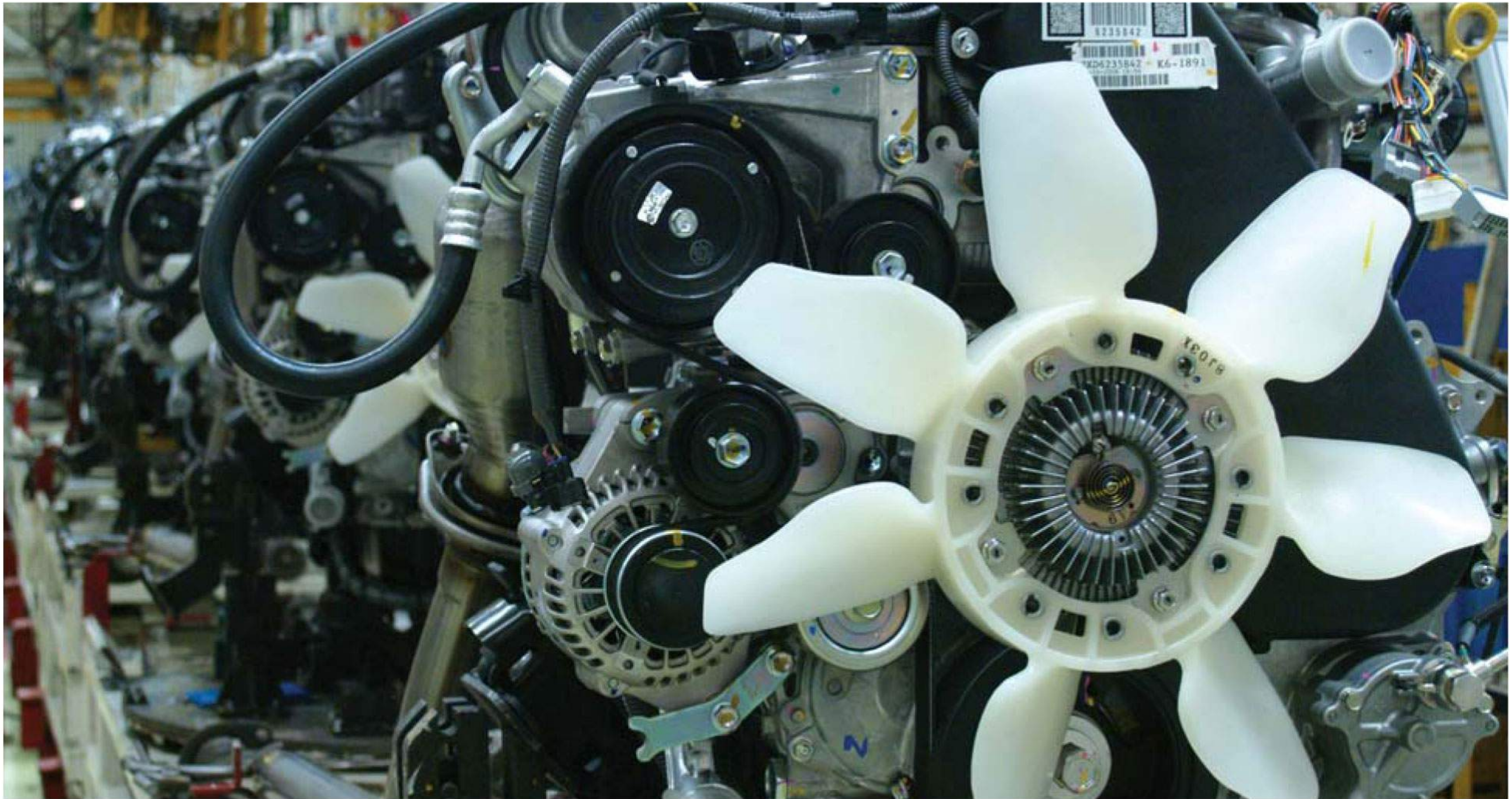
Comprehensive environmental management means looking beyond the boundaries of our own operations to our wider supply chain. TKM has adopted the 'Green Purchasing Guidelines' policy which includes environmental criteria in every purchasing decision we make and encourages our suppliers to improve their environmental performance. In addition to meeting traditional expectations of quality, service and price we give preference to suppliers and products with better social and environmental credentials.



Engine Design for lower emissions

The quest for innovation is the foundation for Toyota's new technology concepts. Unconventional ideas that nurture creativity are constantly encouraged that result in technologies for the future. This has been the main reason behind Toyota's award-winning engine range, which reflects the best design and quality standards set by

its engineers and these engines are developed for performance and responsiveness with a major focus on emissions reduction and fuel savings. TKM continues to introduce VVT-i & D-4D engines to reduce vehicle emissions. Toyota thus brings these benefits to customers with advanced variable valve technology (VVT-i) petrol engines, common-rail turbo diesels (D-4D). Designed to match the expectation of all the regulatory requirements globally, the VVTI engines are EURO 3 Certified - meeting all the emission norms.



Product Quality Assessment

Toyota's pursuit for quality has been built into the system and is reflected in the Global market leadership. Superior quality of the product has multiplier effects on the environment in terms of the product efficiency & performance. The moment an automobile rolls out of the manufacturing facility, Quality of the vehicle indirectly governs the ecological footprint of the vehicle in its subsequent use.

At TKM, the quality performance of the vehicle is tested under many of the internal & external ratings. The significant product quality assessment indicators include that of JD Power Awards.

In India, JD Power conducts multiple annual surveys of the Indian automotive industry. The surveys reflect customer satisfaction, Long-term dependability, consumer's attitudes towards a vehicle's attributes, dealership service surveys, and customer purchasing experience surveys.



Award by JD Power for Best MUV/MPV segment for fourth consecutive year

