

# Customer

We, at TKM have been successful in delighting our Customers with our prime vision: To Delight our customers through innovative products, by utilizing advanced technologies and services.

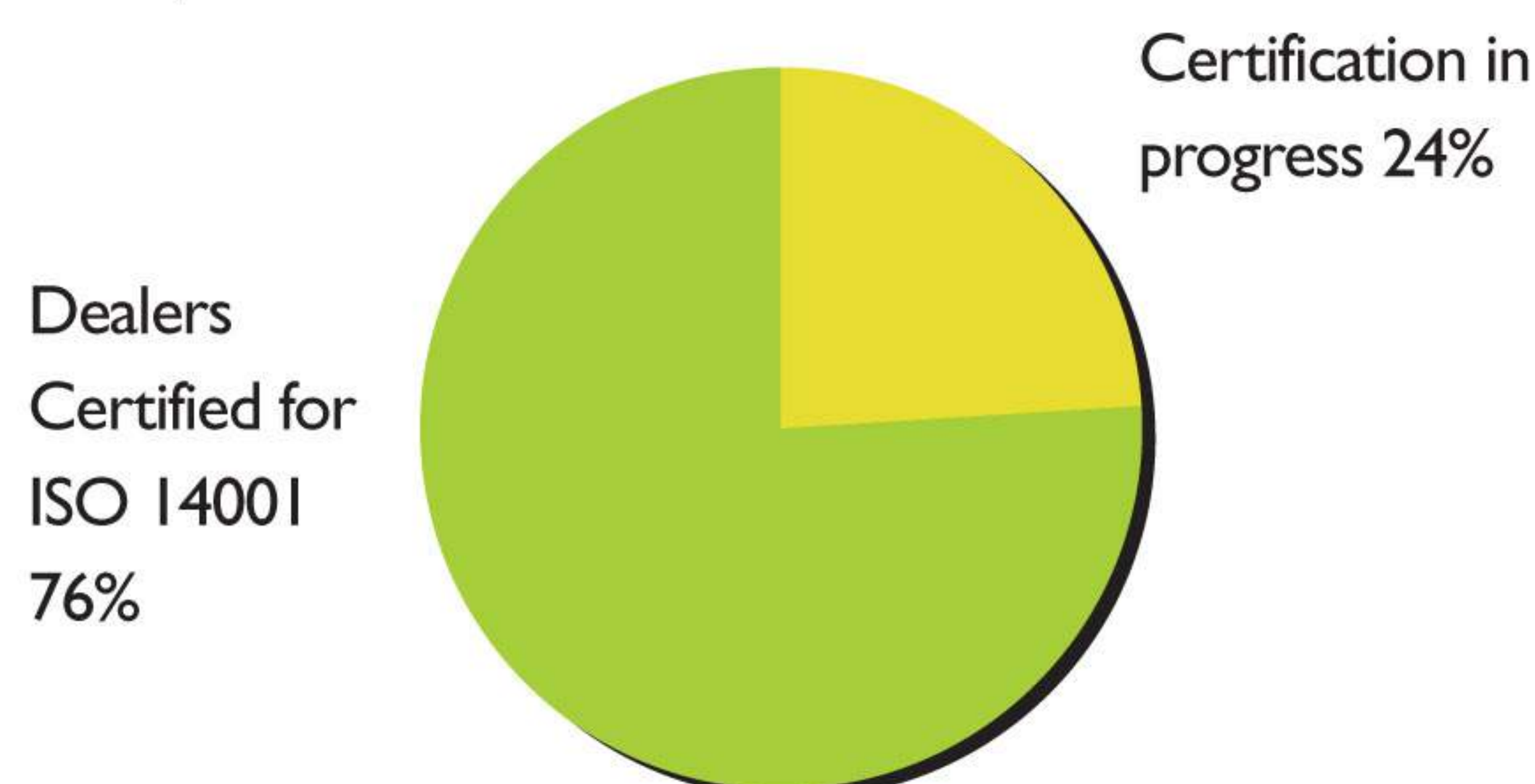
'Customer First' thinking way has been imbibed into the DNA of TKM since our customers have made Toyota the biggest selling vehicle brand worldwide. Concurrent with the technological developments, past few decades have seen a greater increase in the customer awareness of the global environmental issues. Also environmental concerns have become an integral part of the total brand promotion activities. At this juncture, the Dealerships act as the window organizations for any automobile manufacturer to promote showcasing their Eco-friendly products. At TKM, we promote & support all our dealerships not only to sell the product but also to follow best environmental practices at workplace as our joint corporate responsibility.

Some of the activities related to our Dealerships are mentioned below:

## Dealer ISO 14001 certification Promotion

TKM has always promoted the Toyota dealerships to maintain a very effective Environment Management System (EMS). ISO 14001 certification of our dealerships act as a tool to enhance

the effectiveness of the EMS implementation. EMS practice at Toyota dealers has been very well appreciated in the automotive market. This has been a unique feature of TKM in Indian Automobile industry for promoting countrywide dealership ISO-14001 certification. TKM aims to ensure 100% ISO 14001 certification status for all of its dealerships within a short span of time.



Toyota dealership network in India : Total No. of 3S (Sales, Service & Spare parts) Facilities: 70



## Dealer Environmental Risk Audit Program (DERAP) - Focus on EMS

Toyota Kirloskar Motor continues with the implementation of the Dealer Environmental Risk Audit Program (DERAP), which audits & counteract dealers' environmental risks.

To reduce risk and establish the foundation for introducing an environmental management system, the DERAP audit assesses dealers in terms of the following five fundamental 5 Aspects:

- Presence of Environment Promotion staff in the dealership
- Declaration of compliance with environmental laws
- Treatment of Hazardous waste as per local law
- Proper treatment of drainage water
- Recovery of air conditioner refrigerants (HFC recovery)

Against target coverage of 80% of the Dealers by 2010 TKM has excelled & stands at 81% (57 out of 70) well ahead of target by the end of FY 08. It has been our target to extend the coverage to more than 90% of the Dealerships by the end of the year 2010.

### Salient features related to Environment Friendly Operation at Toyota Dealerships in India :

- Installation of Wastewater treatment facilities at all dealerships made mandatory. This requirement has been included in the clauses for commissioning of new dealerships.
- Complete recovery of AC gas. HFC recycling equipment made as a mandatory item for activation of the dealership
- At all the service areas, Painting activity exclusively carried out inside controlled environments of paint booths only.
- Only dry sanding recommended with proper equipment to restrict on the usage water.
- Safe disposal of Hazardous waste such as used oil and oil soaked cotton, container, battery etc compliant with the local applicable laws.
- Sharing of Best practices among the Dealerships through Yokoten of Best Practices

### Next course of action:

- To ensure 100% DERAP compliance by all dealerships
- Promote knowledge sharing & kaizen on EMS front
- Promote EMS awareness among customers through dealership promotional activities.

## Environment Initiatives at Toyota Dealership

### World Environment Day "Pollution Check Campaign" at Dealers

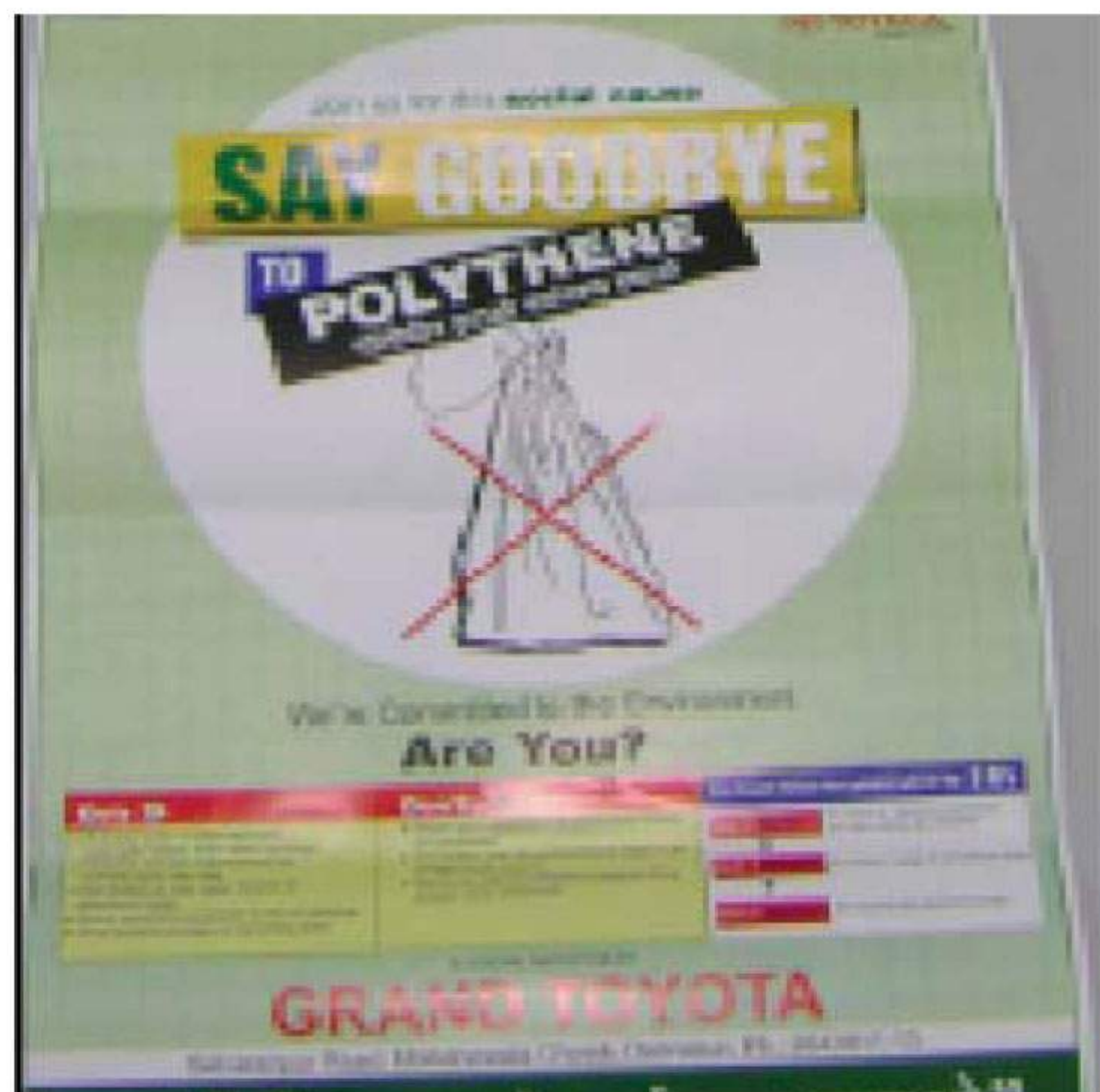
On the occasion of World Environment Day on June 5th the Toyota Dealerships had organized "Free pollution check campaign" and conducted free emission test to all customers and provided Pollution under Control (PUC) certificates to the customers.



Distribution of PUC (Pollution Under Control) Certificates to Toyota Vehicle Owners.



## "Say Goodbye to Polythene Campaign" by Grand Toyota Dealership, Dehradun



Our dealership in Dehradun, Grand Toyota initiated social awareness program "Say Goodbye to Polythene" campaign with an objective of creating awareness for environment protection among Dealer staff, Customers & Public at large and promoting the awareness on impact of plastic towards environment.

## Commendation Certificate by State Pollution Control Board to Nippon Toyota Dealership, Kerala.

Our Cochin dealership, Nippon Toyota has been awarded by the Kerala State Pollution Control Board for its Best Environment Management practices in the region. The survey was conducted by the State Pollution Control Board, the regulatory authority in charge of Environmental affairs for the state of Kerala, for the automobile dealerships to share the best practices in the region.



Commendation certificate to Toyota Dealership (Nippon Toyota)



Promotion of green landscaping cover at dealerships