

Special Feature: Delhi Auto Expo Jan-10



Etios Concept unveiling by TMC and TKM Top Management

The 10th Auto Expo was held at Pragati Maidan, New Delhi from January 5-11, 2010. This seven day event was organized by the Automotive Component Manufacturers Association of India (ACMA), Confederation of Indian Industry (CII) and the Society of Indian Automobile Manufacturers Association (SIAM) accredited by OICA.

The seven day Auto Expo was visited by over two million enthusiasts who came to catch the buzz surrounding some of the most advanced cars showcased by global majors.

Toyota Kirloskar Motor Pvt. Ltd. (TKM) re-emphasized its commitment to the Indian market with its theme of 'Quality Revolution' at the Auto Expo 2010. One of the main attractions at the Auto Expo was the display of the Toyota compact car.

Toyota Kirloskar Motor Pvt. Ltd. (TKM) unveiled the concept model of its soon to be launched new compact cars in India. Named as the Etios concept, it incorporates the advanced technology and superior quality features that have been developed by Toyota specifically for India, by

leveraging the world-class innovations that Toyota is globally renowned for. Etios is a Greek word and is derived from the word 'ethos' which means 'values'.

The concept cars were unveiled in the presence of Mr. Kazuo Okamoto (Vice Chairman, Toyota Motor Corporation), Mr. Akira Okabe (Senior Managing Director, Toyota Motor Corporation), Mr. Yashinori Noritake (Chief Engineer, Product Planning for Passenger Vehicle, Toyota Motor Corporation), Mr. Vikram Kirloskar (Vice Chairman, TKM), Mr. Hiroshi Nakagawa (Managing Director, TKM) and Mr. Sandeep Singh (Deputy Managing Director, Marketing, TKM).

Mr. Hiroshi Nakagawa, MD, TKM further explained the theme, "At Toyota, we believe that as we start developing our processes, there is room for continuous improvement. We then create bigger innovations for our cars and every little improvement is a step towards a revolution. In short, 'Quality Revolution' at Toyota begins with quality processes that help to make quality products with quality comfort, in turn, necessitating and bringing about quality service, thereby improving one's quality of life for a better tomorrow."



Toyota Etios Sedan

Special Feature - Prius Launch in India



Left: Prius launch at Auto Expo 2010. Right: Appreciation of Prius by Noble Laureate Dr. RK Pachauri [Director-TERI]

Moving forward towards Greener Tomorrow : Toyota Prius for India

Toyota is committed to bringing the latest technologies to India that will help reduce the carbon footprint associated with its product use. In addition to the fuel efficient and low emission Petrol and Diesel engines, Toyota has introduced the globally renowned Hybrid Technology in India.

Toyota Kirloskar Motor Pvt. Ltd.

(TKM) launched the latest third generation Prius in India at the Auto Expo in January 2010. Toyota Prius will be imported as a CBU (Completely Built Unit) and marketed through its wide dealer network across India.

Speaking about the Prius launch in India, Mr. Sandeep Singh, DMD-Marketing, TKM said, "Through the

launch of the Prius, Toyota is keen to demonstrate its commitment to offer the latest eco-friendly automotive technology to its customers in India. Since becoming the world's first mass-produced hybrid vehicle in 1997, the Prius has received worldwide acclaim, and we will continue to popularize hybrid vehicles worldwide to further our efforts to

Special Feature : Toyota NDTV Greenathon II



After a hugely successful first year, NDTV and Toyota came up with the second wave of the 'Green Campaign' which included the 24 hour non-stop television programming of 'Greenathon II'.

The first campaign had gathered over Rs. 2 crore to light up 50 villages in India for TERI's 'Lighting a Billion Lives' project.

The nationwide Green Campaign

was conducted to create environmental awareness and Toyota in association with NDTV telecasted Greenathon II, a 24 hour live non-stop programme which started at 7 pm on March 6, 2010 across the NDTV network television channels. The programme showcased a series of on-the-ground activities all over India.

The 24 hour programming was hosted by NDTV's Vikram Chandra and VJ Cyrus Broacha. Priyanka Chopra, the campaign ambassador lent her support to the cause by co-anchoring the event and urged people to do their bit for a greener tomorrow.