

TOYOTA  
CORPORATE  
SUSTAINABILITY PHILOSOPHY



Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile.

## Toyota Global Vision

The "Toyota Global Vision" announced in March 2011, is an articulation of what kind of company we want to be - what kind of company we ought to be. It clarifies our value, "we want Toyota to be a company that customers choose and brings a smile to every customer who chooses it." The 'Toyota Global Vision' is a distillation of our resolve at Toyota forward the future.

### Rewarded with a smile by exceeding your expectations

"Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people.

Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile.

We will meet challenging goals by engaging the talent and passion of people, who believe there is always a better way."

## Toyota Visionary Management

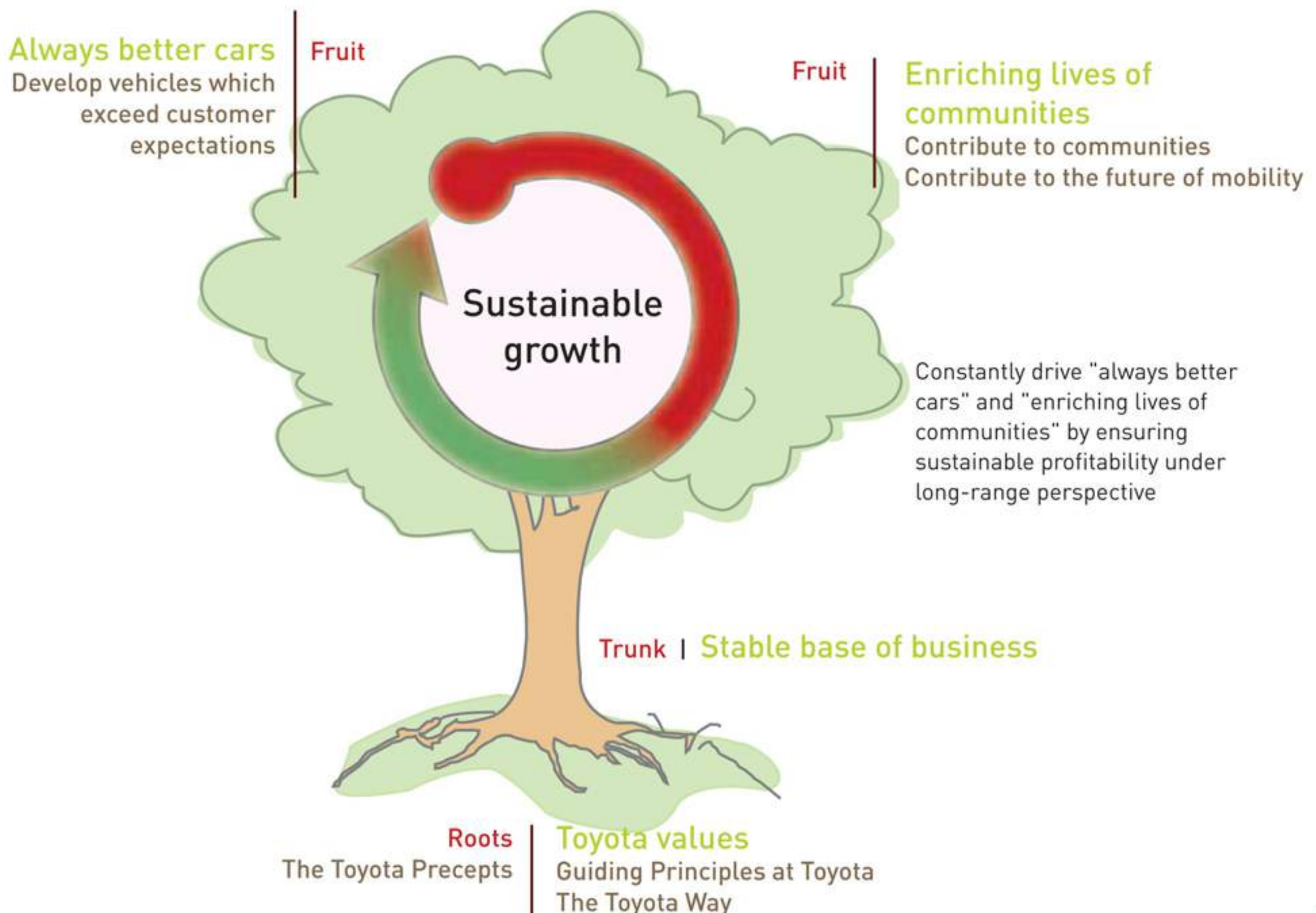
The roots of the tree are the shared values that have steered Toyota from the beginning and underlain our monozukuri. They are values expressed in the Toyota precepts, in the Toyota Guiding principles and in the Toyota Way, which are the basis of our business.

'Fruit' that Toyota provides for

customers is creating "always better cars" and enriching lives of communities. Though the efforts, we aim to become an admired and trusted company in the various regions where we conduct business.

The trunk of the tree, underlying support for Toyota's creating products that earn smiles from our

customers, is stable base of business. Toyota's business activities are based on the concept, ensure sustainable growth by fostering the virtuous circle. Always better cars → Enriching lives of communities → Stable base of business.



## The Toyota Earth Charter

The Toyota Earth Charter (formulated in 1992, revised in 2000) is based on the Guiding Principles at Toyota formulated in 1992 (revised in 1997), and embodies Global Toyota's comprehensive approach to environmental issues. The Toyota Earth Charter has been adopted by about 530 affiliates worldwide to date.

### The Toyota Earth Charter

#### BASIC POLICY

- **Contribution toward a prosperous 21st century society:** Contribute towards 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.
- **Pursuit of environmental technologies:** Pursue all possible environmental technologies, developing and establishing new technologies to enable the environment & economy to coexist harmoniously.
- **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.
- **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.
- Develop and provide products with top-level environmental performance
- Pursue production activities that do not generate waste
- Implement through preventive measures
- Promote businesses that contribute toward environmental improvement
- **Business partners are partners in creating a better environment**  
Cooperate with associated companies
- **As a member of society**  
Actively participate in social activities
  - Participate in the creation of a recycling-based society
  - Support government environmental policies
  - Contribute also to non-profit activities
- **Towards better understanding**  
Actively disclose information and promote environmental awareness.

#### ACTION GUIDELINES

- **Always be concerned about the environment:** Take on the challenge of achieving zero emissions at all stages, i.e., production, utilization, and disposal.

#### ORGANIZATION IN CHARGE

- **Promotion by the Toyota Environment Committee which consists of top management (chaired by the president)**

## Toyota Guiding Principles

Toyota's guiding principles, which were adopted in 1992, define the mission of Toyota and the value the company delivers to stakeholders.

**1** Honor 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 our activities.

**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.

## Toyota Way

The "Toyota Way", which embodies values, beliefs, principles and business methods at Toyota, is supported by two pillars: respect for people and continuous improvement. Together, they define how the people of Toyota treat others and perform their duties in order to deliver the company's values to customers, shareholders, associates, business partners and the global community.



## Toyota Environmental Action Plan

In accordance with the Toyota Earth Charter, Toyota Motor Corporation (TMC) has formulated the Fourth Toyota Environmental Action Plan, a five-year plan with medium-term goals covering the period from 2006 to 2010 to facilitate the promotion of environmental initiatives by each company.

