

ABOUT THE REPORT

Sustainability. It makes Toyota go **waku-doki**

This report is an Annual Feature! Waku Doki!

Every new year is a new beginning – a beginning of new goals, better performances, and the passion to gain more inroads in our sustainability journey. And, a desire to communicate and demonstrate our efforts to all our stakeholders.

We welcome your feedback about our performance, as it will inspire us to excel in our journey towards sustainability.

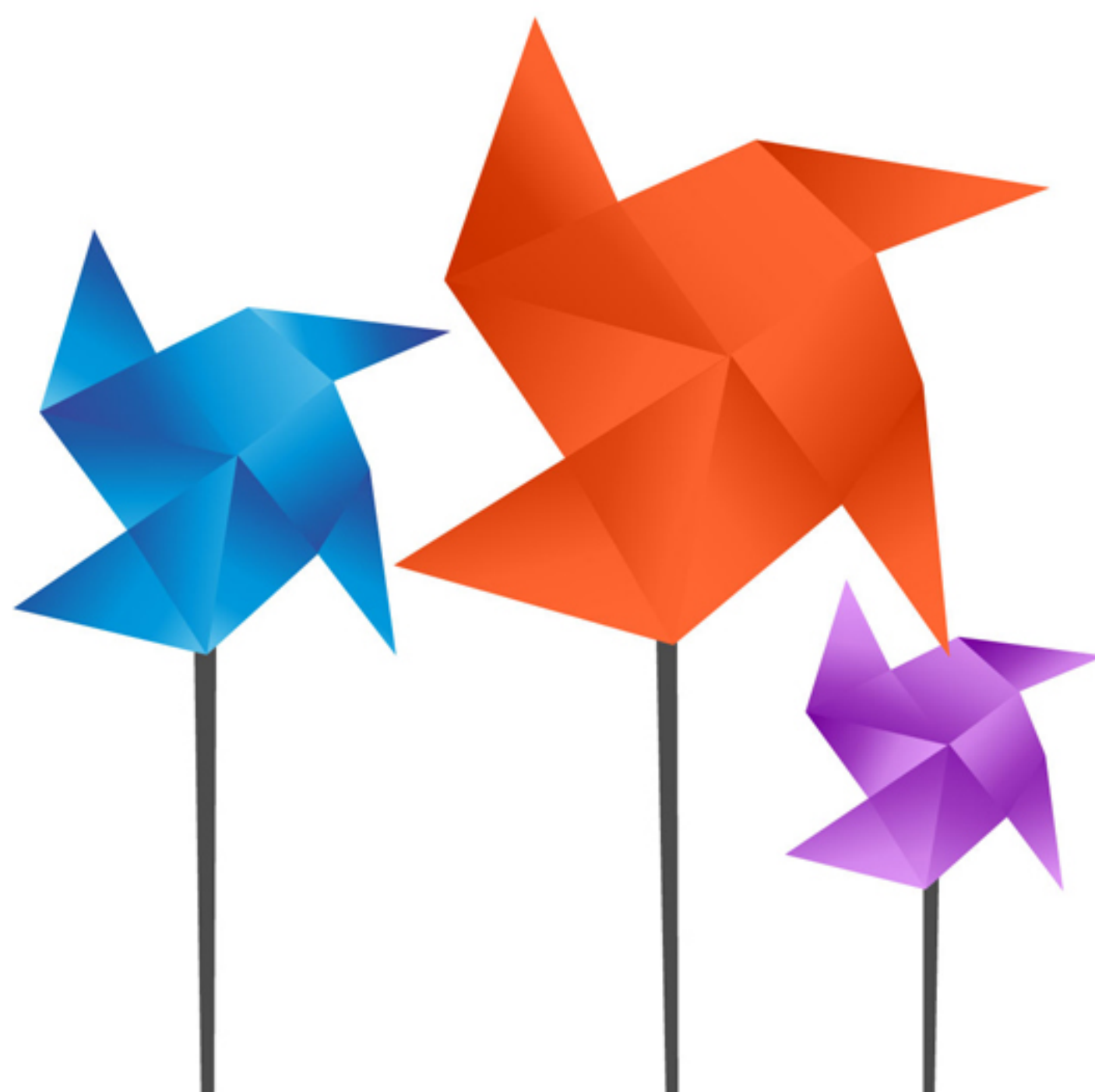
The reporting period – 2011-12! The year of Waku Doki!

This report details Toyota Kirloskar Motor Pvt. Ltd. (TKM)'s sustainability performance from 1 April 2011 to 31 March 2012 as per the GRI G3.1 Guidelines. The report covers TKM's operations in India and its engagement with stakeholders & initiatives.

The report feedback! Hearing from you makes our heart go

Waku Doki!

We welcome your feedback on this report. Please email us at: eco@toyota-kirloskar.co.in. An online version is available at: <http://toyotabharat.com/in/en/environment/index.asp>



THE BRAND MESSAGE

This year, Toyota the brand has a new brand promise -
Heart-thumping exhilaration!

waku-doki

- Value that promises "Toyota is fun"
- Value that propels new motivation internally
- Value that assists each model

What is Waku Doki?

A feeling of heart pounding anticipation;
A rush of pure adrenaline.
A feeling so powerful we call it

Waku Doki.

Toyota. It makes your heart go Waku Doki.

But what makes Toyota go Waku Doki?

Sustainability. It makes Toyota go
waku-doki

