

# TOYOTA & SUSTAINABILITY

## 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 bring 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. Through 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 - the stable base of business.

**Fruit: Always better cars:** Develop vehicles which exceed customer expectations

**Fruit: Enriching lives of communities:**  
Contribute to communities  
Contribute to the future of mobility

**Trunk: Stable base of business:** Constantly drive "always better cars" and "enriching lives of communities" by ensuring sustainable profitability under long-range perspective.

**Roots: The Toyota Precepts:** Toyota values Guiding Principles at Toyota, The Toyota Way

