

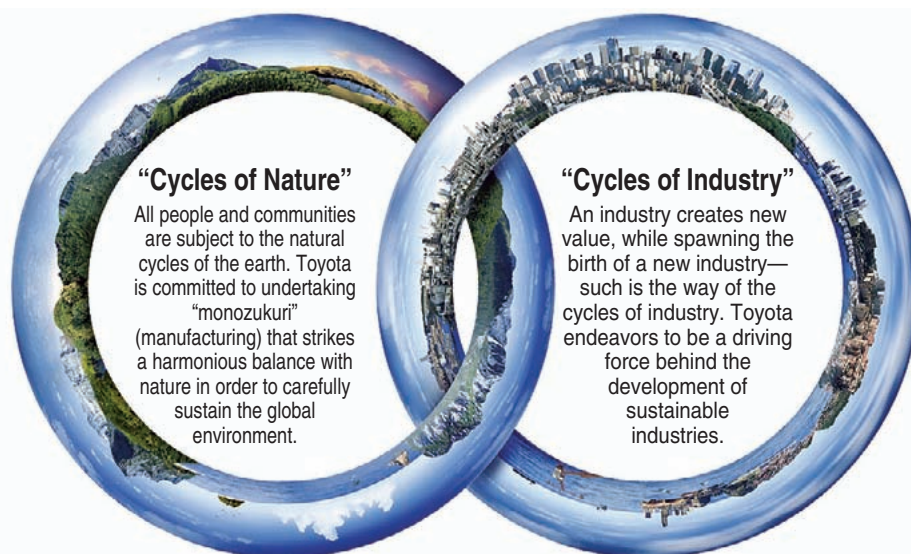
Toyota Global Vision 2020

The environment surrounding the automotive industry is undergoing drastic changes, with economic development accelerating in a number of regions throughout the world and environmental and energy-related issues having an impact on a global scale. Amid these changes Toyota endeavors to remain a useful member of the global and local communities and toward this end has formulated its “Global Vision 2020”, which provides a vision for Toyota’s place in the world 10 to 20 years in the future.

Open the Frontiers of Tomorrow through the energy of people and technology

The slogan “Open the Frontiers of Tomorrow” is an expression of the desire by Toyota and each of its employees to help create a path to a new world and to work steadily toward the realization of society’s dreams. And this progress is to be achieved “through the energy of people and technology”.

“Monozukuri” and the Cycle of Nature ... Toyota’s World View and Our Mission



Toyota’s mission as it heads toward the year 2020 is to reexamine the relationship between nature and industry and to help promote efforts toward finding a harmonious balance between the cycles of nature and the cycles of industry.

Now is the time to return to the spirit of our foundation

For Toyota to carry out its mission to help build the world of tomorrow and create a place for itself in this future, a number of hurdles and major challenges comparable to those Toyota faced at its founding must be overcome. Toyota’s history is one of individual challenges. The invention of the automatic loom. Automobile manufacturing—a field once unknown to Japan. And the commercialization of hybrid vehicles. This repeated process of overcoming challenges has strengthened Toyota’s manufacturing and enabled it to produce new value ahead of the times. Now Toyota is embarking on new challenges that will strengthen and develop the company as it moves toward the year 2020.

Challenge takes Toyota higher

Toyota: In pursuit of higher ideas

Since its founding, Toyota has endeavored to seek out challenges, to always value each individual customer, to maintain consistently high quality and to give tangible shape to its ideas. These sound practices have been passed down and improved over the years, evolving into the three “pursuits” that are Toyota’s strengths.

More advanced: In endless pursuit of technology and technical skills

Toyota seeks to find a harmonious balance between nature and industry; to continually develop a broad range of innovations in technology and skill; and to ask itself what is best for people and the world.

More dedicated: In pursuit of our human resource development and reinforcement of teamwork

Toyota endeavors to create greater opportunities for its employees to put their skills and abilities to use; to develop those skills and abilities to their highest potential; and to foster organizational strength that both produces and interlinks expertise.

More inquiring: In pursuit of new markets and new value creation

Toyota constantly focuses its attention throughout the world on pursuing new value and quality in terms of its products. It strives to achieve practical application of its new technologies and ideas to provide optimized products for each region and offer Toyota value to society overall.

Work on new frontiers to face the challenge of shaping the future

Opening the door to unexplored areas

Toyota continues to open doors to unexplored areas to build the world of tomorrow.

Starting new cycles of industry

The scope of solutions that Toyota offers is expanding from cars to people's living spaces, and the projects and operations to which this expansion gives birth are helping to start new cycles of industry.

Expanding research into a variety of areas

Toyota is involved in a wide range of technological research — including physics, chemistry, biology and medicine — to explore the different possibilities of the world of tomorrow.

Building up human resources and organizational strength as the foundations of manufacturing

Toyota endeavors to accept the various points of view that each of its employees offers and to help them reach their full potential by implementing human-resource and organizational development that fosters a sense of personal growth.

Joining the energy of people and technology to achieve “Monozukuri in harmony with the earth”

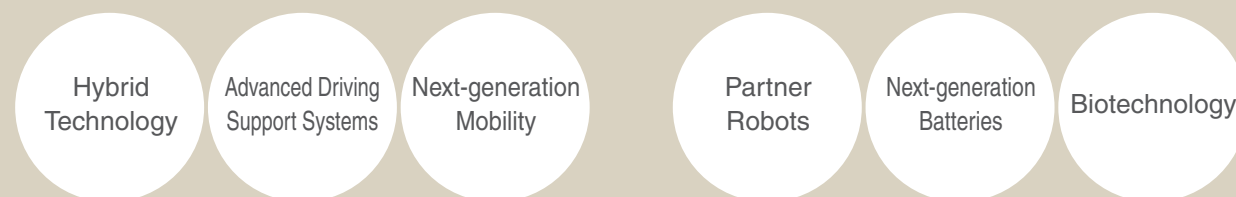
Toyota is working to further develop and improve automobiles as well as expand from automobiles into new areas. It is also working to produce far-reaching, new value that will help it take the lead in starting cycles of industry harmoniously balanced with cycles of nature.

The car and its evolution create new market values

- Hybrid technology: Enhancing all Toyota models
- Implementing advanced driving assist systems
- Realizing next-generation mobility, proposing a Mobility City

Evolution in new areas derived from the car

- Live-in partner robot as a core business
- Commercializing next-generation batteries
- Establishing biotechnology and fostering bio-resource distribution



Aiming to be “the most-admired in town”

Toyota's vision for the future is to be the “leading company in town”, that is “to care about the local community and be a welcome part of it and to share a common future together”.

From development to production, sales and after-sales service, every aspect of what Toyota does on a day-to-day basis is tied to its customers and the local communities in which it operates.

All those employed by Toyota should endeavor to see themselves as both part of the global community as well as their respective local community, and they should work hard toward the goal of making Toyota No.1. This thinking is what will help make Toyota the company communities are proud to call the “leading company in town”.

And when Toyota plants and offices throughout the world work to be the leading company in their respective locales, eventually this will make Toyota the “leading company in the world”.

Becoming “the most admired in the world” by first becoming “the most admired in town”