



**TOYOTA MOTOR PHILIPPINES CORPORATION**

# TOYOTA GLOBAL VISION

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

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

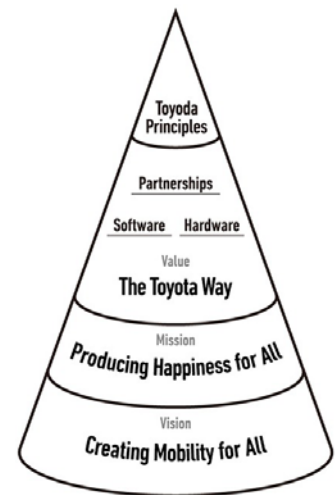
We will meet challenging goals by engaging the talent and passion of people who believe there is always a better way.

## TOYOTA PHILOSOPHY

### FOUNDING SPIRIT

#### TOYODA PRINCIPLES: FIVE MAIN PRINCIPLES OF FOUNDER SAKICHI TOYODA

- Always be faithful to your duties, thereby contributing to the company and to the overall good.
- Always be studious and creative, striving to stay ahead of the times.
- Always be practical and avoid frivolousness.
- Always strive to build a homelike atmosphere at work that is warm and friendly.
- Always have respect for spiritual matters, and remember to be grateful at all times.



Philosophy Cone

### VALUE

## The Toyota Way

Combining software, hardware and partnerships  
to create unique value that comes from the Toyota Way

Software	Hardware	Partnerships
Applying imagination to improve society through a people-first design philosophy. Practicing Genchi Genbutsu to understand operations at their essence	Creating a physical platform to enable the mobility of people and things. A flexible system that changes with the software	Expanding our abilities by uniting the strength of partners, communities, customers and employees to produce mobility and happiness for all

### MISSION

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### VISION

## Creating Mobility for All

In a diverse and uncertain world, Toyota strives to raise the quality and availability of mobility. We wish to create new possibilities for all humankind and support a sustainable relationship with our planet.

***"In the coming years, Toyota will transition from being a vehicle manufacturing company to a mobility company that actively finds solutions to improve means of moving people."***

**Alfred V. Ty**  
Chairman  
Toyota Motor Philippines Corporation



Since its establishment three decades ago, Toyota Motor Philippines Corporation (TMP) has always been committed to the long-term sustainability of its operations in the country to contribute to the development of the Philippine society.

Guided by our mission to deliver "always better cars", we keep our customers' needs and expectations as our top priority. We are truly grateful and indebted to the trust of our customers, which drives us to further improve Toyota's brand of quality. In return, Toyota commits to continue to introduce cars that are fun to drive and safe & reliable to use. As such, every effort that a Toyota Team Member exerts is geared towards improving the ownership experience of each customer.

With the help of our various stakeholders in the Toyota value chain, we shall continue to make significant milestones together, as we all passionately work to be "always better" in everything we do.

In the coming years, Toyota will transition from simply being a vehicle manufacturing company to a mobility company that actively finds solutions to improve means of moving people. With this positive outlook, we are excited to actively participate in this whole new mobility ecosystem which will transform the way we do business.

As the Philippines faces a bright future, we continue to strengthen our commitment to be at the forefront of creating "always better lives" for more Filipinos by providing dependable vehicles for their daily use. Toyota will continue to carry out more meaningful programs that will have a positive impact to the Philippine economy, society, and the environment.

## The Business of **TOYOTA MOTOR PHILIPPINES**

TMP's head office and manufacturing plant are located inside the 82-hectare Toyota Special Economic Zone (TSEZ) in Santa Rosa City, Laguna. The marketing office of TMP is located at the 28th and 31st floors of the GT Tower International, Makati City.

It is the largest automotive company in the country, with the widest vehicle line-up and dealer network, as well as the biggest supply base. Currently, it produces two completely-knocked down (CKD) models, the Vios and Innova.

TMP was incorporated on August 3, 1988 as a joint venture of the following business entities:



GT CAPITAL  
HOLDINGS, INC.

TOYOTA

TOYOTA MOTOR  
CORPORATION



MITSUMI &  
CO., LTD

*"The automobile industry is clearly amidst its most dramatic period of change as technologies like electrification, connected and automated driving are making significant progress."*

**Akio Toyoda**

President  
Toyota Motor Corporation



In a once-in-a-century period of profound change, **TOYOTA** is transforming itself from a manufacturing company to a mobility company.



Prius

Mirai

## Environment-friendly Vehicle Technologies

Toyota is at the forefront of the inevitable shift of the entire industry away from internal combustion engines through the development of hybrid electric vehicles (HEV), battery electric vehicles (BEV), plug-in hybrid electric vehicles (PHEV), and fuel cell electric vehicles (FCEV).



## Connected Mobility

The move towards a future mobility society means decongesting the roads and highways. Toyota envisions mobility as a service, through a connected network of vehicles, applications, and platforms that will get people where they need to go, when they need to.

## Autonomous Driving

The next step in the future of mobility are safe vehicles that get people to their destination safely and efficiently—without them ever needing to touch the steering wheel. Toyota is leveraging its partnerships and research to develop true autonomous driving.



From getting your dream car to making sure it lasts, **TMP** believes that every step of your customer experience should delight.



### **Timely Delivery**

New ways of handling, processing, and delivering cars are proof of strong commitment to on-time delivery and ensure the continuous flow of cars to TMP's many dealerships.

# **TOYOTA** Sure Advantage

These are the values that guide us, and the assurance that go into each and every Toyota vehicle you drive.



### **QUALITY, DURABILITY, RELIABILITY**

The minute you step inside your car, you can be sure that your vehicle was built according to the highest standards of quality.



## Heart-Touching Experiences

**Customer-centricity has always been deeply embedded in Toyota's DNA.** It is never enough to simply settle for customer satisfaction. TMP moves to delight customers, to go beyond the expected and to put a smile on their face.



## Worry-Free Ownership

**Key to the ultimate Toyota experience** is ensuring customers continue to receive professional, personalized service beyond the point of purchase.



### GREAT VALUE

At Toyota, we know you expect the greatest value for your money. We give you fair trade-in value and high resale prices, plus flexible financing options.



### FULFILLING OWNERSHIP

Excellent, convenient, and personalized after-sales programs, like the only one-hour express maintenance in the country, make you feel good about owning a Toyota.



### PIONEERING TECHNOLOGIES

We were the first to introduce the world's first hybrid vehicle—and continue to develop cutting-edge innovations.



### **WHAT WE TAKE TO HEART**

#### **Kaizen**

*Our principle of continuous improvement*

#### **Jidoka**

*Our principle of independently detecting anomalies and preventing defective products from being produced*

#### **Just In Time System (JIT)**

*The principle of producing only "what is needed, when it is needed, and in the amount needed"*

# Advancing **PHILIPPINE MANUFACTURING**

As an active agent in nation-building, TMP supports the vision of the Philippines as a major manufacturing base in Asia. Together with its local suppliers, TMP propels the local manufacturing industry to the international manufacturing arena.



## WORLD-CLASS CARS, MADE IN THE PHILIPPINES BY FILIPINOS

TMP takes pride in hiring, training, and developing a highly-skilled workforce for its manufacturing plant. TMP harnesses Filipino industriousness and passion and uses the human element to its advantage.



### VIOS

It has been the best selling passenger car in the Philippines since 2004, known for its practicality. The Vios is one of the best in its class for exterior design, interior features, performance and safety.

### INNOVA

It has been the leader in the multipurpose vehicle segment ever since it was introduced in 2005. It is popular for its easy yet powerful driving performance with excellent fuel economy.



## TMP's Production Flow

Here, man and machine work together—the machines providing accuracy and speed to complement the highly-trained eye for detail and exceptional skills of Team Members.





FOSTERING TEAM SYNERGY & EXCELLENCE



Corporate Christmas Party

CONTINUOUS IMPROVEMENT  
AND RESPECT FOR PEOPLE:  
It's the **TOYOTA** way.

Family Day at Enchanted Kingdom



Corporate Summer Outing



# ALWAYS BETTER PEOPLE

Always better cars are produced  
in an always better workplace

## Training

Team Members' professional and personal development is vital in the organization's growth. They are immersed in the company's values, principles, and practices, then, honed and developed on their specific job function, keeping in mind their long-term growth and career path.

## Reward & Recognition

TMP doesn't just train and develop its Team Members, it honors and rewards them for upholding excellence at work.



## Health & Wellness

TMP Team Members enjoy numerous company health and wellness benefits. They also have access to the onsite sports center, which has facilities for basketball, badminton, volleyball, tennis, and other activities.

## Volunteerism & Special Interests

TMP partners with affiliates and other organizations, such as Toyota's own humanitarian foundation, to give back to and serve the community through relevant ways. They are also encouraged to join interest groups aligned with their favorite sports and lifestyle activities, like mountaineering and running, to strengthen camaraderie.

## Socials

Social activities such as family days, company outings, birthday luncheons, and Christmas parties are another integral part of every TMP Team Member's holistic development.



# TOYOTA ENVIRONMENTAL CHALLENGE 2050



**"It is our responsibility to protect this beautiful earth for the next 100 years."**

**Akio Toyoda**  
President  
Toyota Motor Corporation

It has always been part of Toyota's commitment to grow the business sustainably, giving high regard to environment protection and conservation. As such, proactive steps are carried out to make sure that every stage in Toyota's business operations can be pursued with less carbon footprint, while adding more value to society.



[www.global.toyota/en/sustainability/esg/challenge2050](http://www.global.toyota/en/sustainability/esg/challenge2050)

## Ushering **Vehicle Electrification** in the Philippines

To support Challenge 1, TMP reinforces vehicle electrification as one of Toyota's long-term solutions for a greener and energy-efficient automotive landscape. Toyota propels the country into this paradigm shift by expanding its lineup of self-charging Hybrid Electric Vehicles (HEVs).

In May 2019, TMP launched the Toyota Hybrid Electric Technology Conference with the theme "Toward Sustainable Mobility." The event discussed the consequential effects of HEVs, aimed at promoting wider adoption of hybrids as the future of local transportation. TMP partnered with government representatives, environment groups, the media, and other stakeholders to intensify its drive to push usage of its HEV models locally, which, in the long run, will benefit many sectors of society such as energy, transportation, environment, and health.

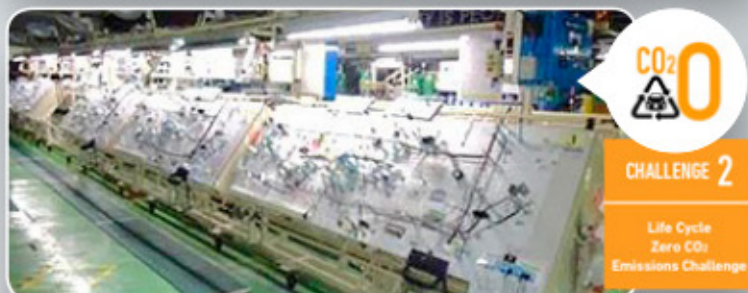


*Toyota Daihatsu Engineering & Manufacturing Vice President Yoshiyuki Uchida presents the Prius' HEV technology*



**What TMP Does:** In our market, hybrid electric vehicles are made available to customers who want to switch to next-generation vehicles with low or zero CO<sub>2</sub> emissions.

**2030 GOAL:** Increase Toyota and Lexus HEVs available in the local market



**What TMP Does:** From supply chain, to logistics, to dealer network operations, TMP ensures that all its Team Members, suppliers, and dealers comply with environmental policies.

**2030 GOAL:** Reduce supplier network CO<sub>2</sub> emissions by 50%, reduce logistics operations CO<sub>2</sub> emissions by 20%, and reduce dealer network CO<sub>2</sub> emissions by 30% versus 2018 levels



**What TMP Does:** In 2018, TMP inaugurated its 1-megawatt solar array. It will reduce around 12 kilograms of CO<sub>2</sub> for every vehicle produced.

**2030 GOAL:** Reduce manufacturing CO<sub>2</sub> levels by 60% versus 2013 levels; utilize 100% renewable energy



**What TMP Does:** New technologies help reduce water consumption. These include our waste water treatment plant and the use of biochemical treatment in painting.

**2030 GOAL:** Reduce TMP water consumption by 65% versus 2017 levels; implement rainwater harvesting and water recycling



**What TMP Does:** TMP has a collection and disposal scheme for HEV batteries as part of its End-of-Life management.

**2030 GOAL:** Establish bumper recycling system in dealers, reduce overall waste generation by 30%



**What TMP Does:** TMP is committed to planting more trees at various adopted reforestation sites as part of the All-Toyota Green Wave Project.

**2030 GOAL:** Cumulative total of 10,000 seedlings planted from 2018

# TOYOTA MOTOR PHILIPPINES FOUNDATION

Since 1991, Toyota Motor Philippines Foundation (TMPF) conducts humanitarian efforts focused on health, education, environment, and community service.



## HEALTH

Local constituents of Santa Rosa City, Laguna are sponsored with free medical, dental, and minor surgical services.

## EDUCATION

TMPF supports its partner tech-voc schools through scholarship programs and engine simulator donations. It also supports its adopted elementary school in Santa Rosa City, Laguna through various programs promoting aptitude and skills development, as well as health and wellness.



## ENVIRONMENT

TMPF sponsors reforestation programs and mobilizes employee and student participation in tree-planting activities, International coastal clean-up, community riverside clean-up, and other extra-curricular events supporting environmental causes.

## COMMUNITY SERVICE

At the Toyota-City of Santa Rosa-Gawad Kalinga Village, residents are continuously supported by TMPF through livelihood and value formation activities.



## GT-Toyota Asian Cultural Center

📍 UP Diliman, Quezon City

On its 20th anniversary, TMP donated PHP100 million to the University of the Philippines Diliman to build a hub for scholarly workshops and conferences related to the changing Asia-Pacific socio-cultural landscape.



Photo source: Ramon Velasquez / Wikimedia Commons

## Toyota - City of Santa Rosa - Gawad Kalinga Village

📍 Santa Rosa, Laguna

TMP Foundation, together with the Santa Rosa City Government and Gawad Kalinga Development Foundation, provided 160 socialized housing units for indigent residents. TMP also sponsored the construction of a multi-purpose hall inside the community.





# TOYOTA MOTOR PHILIPPINES SCHOOL OF TECHNOLOGY



## Mobilizing capabilities of the Filipino youth

Toyota Motor Philippines School of Technology (TMP Tech) is a world-class technical and vocational institution where young men and women can pursue careers in the automotive industry.

Founded by Toyota Motor Corporation (TMC) Honorary Chairman Dr. Shoichiro Toyoda and TMP Founding Chairman Dr. George S.K. Ty, TMP Tech was established in 2013 at Santa Rosa City, Laguna.

The school provides students with a highly-engaging and conducive environment for learning industry-based skills. The school helps ensure a stable pipeline of highly-competent after-sales technicians for the local and global Toyota Dealer Network.

To help deserving members of the Filipino youth, the school provides scholarship and financial assistance programs, as well as employment opportunities in Toyota.

### Competitive Advantages

- ▶ Advanced, fast-track curriculum
- ▶ State-of-the-art facilities
- ▶ High equipment-to-student ratio
- ▶ Strong academe-industry linkage
- ▶ Employment opportunity in Toyota



- ▶ 2-year Toyota General Job Automotive Servicing Course (TESDA National Certification I-IV)
- ▶ 7-month Automotive Body Repairing Course (TESDA NC II)
- ▶ 7-month Automotive Body Painting and Finishing (TESDA NC I-II)
- ▶ Capsulized Automotive Repair Series (CARS)
  - Automotive Electrical Servicing (+Basic Troubleshooting)
  - Diesel Engine Servicing (+Basic Troubleshooting)
  - Gasoline Engine Servicing (+Basic Troubleshooting)
  - Vehicle Periodic Maintenance



# START YOUR IMPOSSIBLE

At Toyota, we believe that when people move, the world moves. Through tiny steps and massive bounds, we push forward into the great unknown. This is the foundation of our global initiative, 'Start Your Impossible' (SYI).

Toyota is taking various steps towards its vision of providing mobility for all. Inspired by the determination of Para-athletes, TMP and other Toyota units all over the world hope to inspire and encourage more members of the community to challenge their limits, celebrate the human spirit, and start their own impossible. Toyota has even partnered with the International Olympic Committee (IOC) and International Paralympic Committee (IPC) as the official worldwide mobility partner in the upcoming Olympic and Paralympic Games Tokyo 2020.

[www.startyourimpossible.asia](http://www.startyourimpossible.asia)



## Toyota Classics Concert: Music That Moves Lives

Since 1990, Toyota has been promoting classical music, while supporting various charities across Asia through the Toyota Classics. TMP donates the full proceeds of the Toyota Classics concerts to different charities.

In 2018, concert proceeds were donated to the Philippine Paralympic Committee, in line with TMP's local SYI initiative.

TMP also announced its support to Paralympic swimmer, Ernie Gawilan, in his bid to ASEAN Para Games 2020 and Paralympic Games 2020. Moreover, TMP turned over a 29-seater Toyota Coaster unit as part of its commitment to support Filipino Para-athletes and help uplift Para-sports in the country.

[www.toyotaclassics.asia](http://www.toyotaclassics.asia)



Toyota's SYI hero athlete Ernie Gawilan

Photo source: [www.straitstimes.com](http://www.straitstimes.com)



## EARLY MONTHS OF 1988

When Toyota Motor Corporation (TMC) president Shoichiro Toyoda came looking for a new partner in the Philippines, he sought out Dr. George S.K. Ty.

**AUGUST 3, 1988**

TMP was incorporated as a joint venture among Metropolitan Bank and Trust Co., Toyota Motor Corporation, and Mitsui & Co., Ltd.



**1994**

TMP captures its first Triple Crown: No. 1 in Total Sales, Passenger Cars Sales, and Commercial Vehicle Sales.



**APRIL 15, 1997**

The Santa Rosa Plant in Laguna is inaugurated, complementing the operations of the Bicutan Plant.

**NOVEMBER 2003**

TMP's Santa Rosa Industrial Complex is certified as an economic zone by the Philippine Economic Zone Authority.

**JANUARY 2005**

Operations in Bicutan cease, and all production moves to Santa Rosa.

**AUGUST 19-29, 2005**

The First World of Toyota Motorshow is held.



**JUNE 19, 2009**

TMP pioneers the promotion of hybrid electric vehicle technology by introducing the Prius to the Philippine market.



**OCTOBER 12, 2011**

TMP is awarded People Management Association of the Philippines Employer of the Year.

**MARCH 8, 2012**

TMP produces its 500,000th vehicle.



**DECEMBER 2013**

Toyota - City of Santa Rosa - Gawad Kalinga Village turnover ceremony



**JANUARY 2014**

Vios Cup is launched at Clark International Speedway.



**JULY 2015**

TMP reaches its 1-million cumulative vehicle sales milestone.



**FEBRUARY 1989**

TMP starts the assembly of semi-knocked down (SKD) Crown, Corolla, and LiteAce units at Bicutan Plant.



**FEBRUARY 27, 1989**  
The first dealerships are opened in Bel-Air and Quezon Avenue.



**OCTOBER 10, 1989**

TMP rolls out its first completely-knocked down (CKD) vehicle—a 1990 Toyota Corolla.



**SEPTEMBER 13, 2007**

TMC and TMP launch the \$3-million Philippine Peñablanca Sustainable Reforestation Project.

**OCTOBER 1, 2007**  
TMP breaches the 500,000-unit sales level.



**AUGUST 2008**

TMP celebrates its 20th anniversary.



**SEPTEMBER 6, 2012**

Groundbreaking of the Toyota Motor Philippines School of Technology



**JULY 3, 2013**

TMC president Akio Toyoda visits TMP and TMP Tech.



**AUGUST 3, 2013**

TMP marks its 25th year.



**JULY 19, 2018**

TMP launches the All-New Vios, the company's participating model in the government's Comprehensive Automotive Resurgence Strategy (CARS) program.



**AUGUST 3, 2018**

Marking its 30th anniversary, TMP donated 30 locally produced vehicles—20 units of Vios and 10 units of Innova—to the government. TMC, on the other hand, donated 3 Hiace units.



## **TOYOTA MOTOR PHILIPPINES CORPORATION**

### **Head Office**

Toyota Special Economic Zone  
Santa Rosa-Tagaytay Highway  
Santa Rosa City, Laguna 4026

### **Makati Office**

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Salcedo Village, Makati City

### **Customer Assistance Center**

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