



TOYOTA MOTOR CORPORATION

Introduction

Toyota Motor Corporation, Japan's #1 carmaker creates cars, pickups, minivans, and SUVs which include such models as Camry, Corolla, 4Runner, Land Cruiser, Sienna, the luxury Lexus line, the Scion brand, and a full-sized pickup truck, the V-8 Tundra. Toyota sells its vehicles in more than 170 countries and regions worldwide. Toyota's primary markets for its automobiles are Japan, North America, Europe and Asia. Toyota also makes forklifts and manufactured housing, and offers consumer financial services. They have a driving ambition to become greener. The company makes a hybrid-powered (gas and electric) sedan-the Prius-that is being snapped up in US and European markets. The company recorded revenues of \$203.1 billion during the fiscal year of 2007, an increase of 13.8%

over 2006. Once a dark horse in the global automotive game, Toyota has already passed Chrysler and Ford and is closing in on General Motors.



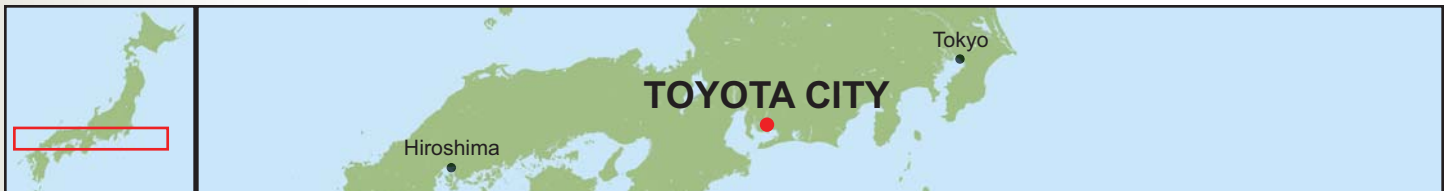
History

In 1937, the Toyota Motor Co. Ltd (TMC) was founded by Kiichiro Toyoda as a spin-off from Toyoda Automatic Loom Works. Toyota's real growth started in the late 50's - From 1955 to 1961, production scaled up by 10 folds to 211,000 cars per year. In 1966, the Corolla was launched as the best seller in its line-up for the following 30 years. In 1972, the company's annual production exceeded the 1 million mark. The 2 million mark was reached 4 years later. An economic boom during those 2 decades benefited all Japanese car makers, but Toyota's unique production system, including the "just in time" parts delivering system, established Toyota as Japan's biggest car maker, consistently beating

arch-rival Nissan (Datsun). The domestic factories in Toyota City reached their peak in 1990, with over 4 million cars produced that year. The Camry, being built in the Kentucky plant, became America's best seller since 1997. The Corolla continues to be the world's biggest selling car. The biggest achievement in recent years is the establishment of the Lexus brand, which is a luxurious car division competing with Mercedes and BMW. Launched in 1989, the LS400 immediately outsold its competitors in the US.

Location

Toyota City, Aichi Prefecture, Japan



Topics covered:

- Principles of Analytic Thinking
- Capturing Problems
- Idea Generation for Improvement
- Evolution of Improvement
- Turning Ideas into Reality
- Promoting improvement ideas

Who we will meet:

- General Manager, Plant Engineering Div.
- Assistant Manager, Corporate Public Relations Div.
- Maintenance Specialist, Product Engineering Div.