As I was trying to get my driver license I drove the same car over 20 hours studied with that and I loved that car. After having the driver license, I analyzed all brands of cars. One brand was drawn the attention with its durability, reliablility and safety.Could you guess the brand? (someone says toyota) Correct.

Before I begin my presentation, let me welcome you all and introduce myself. I am Koray Can Yurtseven from computer engineering department. And now I’ll talk about two reasons behind Toyota’s success.

Here you can see an overview of what I’ll talk about today.First I’ll talk about why Toyota is successful, then I’ll move on to why people are choosing Toyota.

Let me start with the first article, Why is Toyota successful. There are 3 main reasons why this Japan company is dominating car market.

First reason is they are obsessed with waste. Other companies move on to something else when something is going well and that thing is profitable. However, that is not a case for Toyota. Even they manage to do something fastest, they are still loking new ways to shorten that duration.

Second reason Why Toyota is successful is humility. Let me ask you a question. Can you name a famous Toyota executive? Can’t? Well, that is because they are so humble that they don’t see themselves bigger than the company or the customer or the product. Even at Toyota factories, the plant manager doesn’t get a reserved parking space.

And lastly long-term planning. Instead of responding to trends, Toyota looks forward and develop products which will resonate for a long time. The best example is Prius hybrid. When a gallon of gas was cheap, customers were looking design more than gas mileage. However, this car was sold more than 1 million in its first month. Because now gas prices are higher and fuel economy is a concern, Prius helped Toyota take a lead in hybrid technology.

Now I would like to draw your attention this slide over here. This bar graph which I borrowed from Statista, is about hybrid car sales in May 2016 in the US. The horizontal axis shows the share of sales while the vertical axis shows brand names. It is obvious that Toyota is dominating the market in the US approximately 75 percent.

Having covered the first reason, which is why Toyota is successful, now let me move on to second reason behind Toyota's success. I’ll talk about 3 major motivation why people are choosing Toyota.

First one is durability. Do you know that 80% of Toyota’s sold cars twenty years ago are still on the road? When a person decides to buy a new Toyota, he knows that it is going to last.

The second one is safety. Among all customers, almost all of them want to buy a safe car because life is important. Toyota knows that and had more top safety picks than any other car or truck brand. This makes these cars more durable and reliable, and safety too.

The third one is green vehicles. Because humankind is damaging nature more and more in the last 50 years, there should be done something about it. Toyota leads the field in green technology in the car industry and more customers prefer buying a green car.

That's all I have to say about this topic. To sum up, I talked about Toyota’s success secrets and reasons behind people’s Toyota choose. You’ll remember I said a story about me earlier. Hopefully, I managed to enlighten you about Toyota and give you an opinion about Toyota.

I’m happy to answer any questions. Thanks for your attention and for those interested here are my references.