

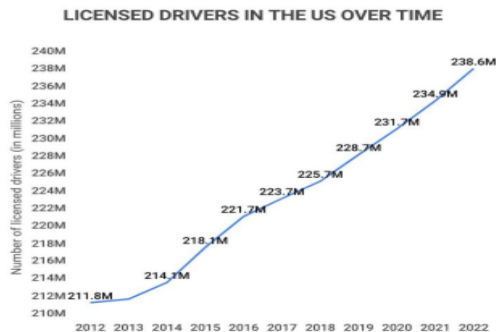
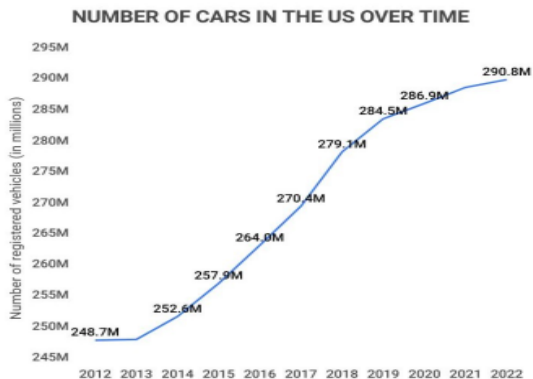


TechTurtle - Matthew, Krupa, Bharath, Ritesh, Hari, Ruoyi



Introduction

- Large and loyal customer base in the United States.
- sustainability electronic auto models contributing to environmental protection.
- Competitive auto market, expanding business and recognizes the importance of a digital strategy.



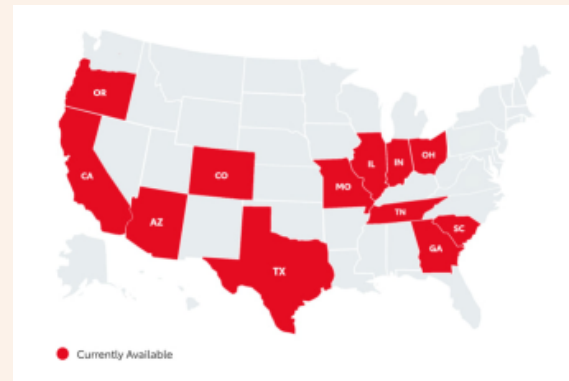
AGE GROUP	% LICENSED DRIVERS
All ages	84.1%
16 to 19	34.8%
20 to 24	80.8%
25 to 49	90.1%
50 to 69	93.5%
70 to 84	84.9%
85 and older	60.1%



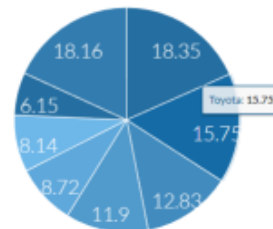


Noteworthy research

- The United States has a significant number of cars and a well-developed auto insurance industry.
- Despite years of implementation, Toyota's insurance strategy is not fully covering all states.
- Proposed digital transformation strategies aim to enhance Toyota's market presence, increase market share, and improve operating efficiency such as the auto insurance sector or other areas.



Market Shares of Automotive Brands in the US Q4 2020





Business Outcomes

Let's Go Places



Increase Operational Efficiency



Enhancing Customer
Experience



Innovative Product
Development



Expansion in new Digital
Market





Reimagining Business Processes

01

**Advanced
Manufacturing with AI
Integration**

02

**Supply Chain
Optimization through
Digitalization**

03

**Customer Service
Transformation**

04

**Revitalized Business
Models for the Digital
Era**





Technology Architecture



Sensors

Design integration
Backward compatibility



Machine Learning

Driving habits
Car health



Blockchain

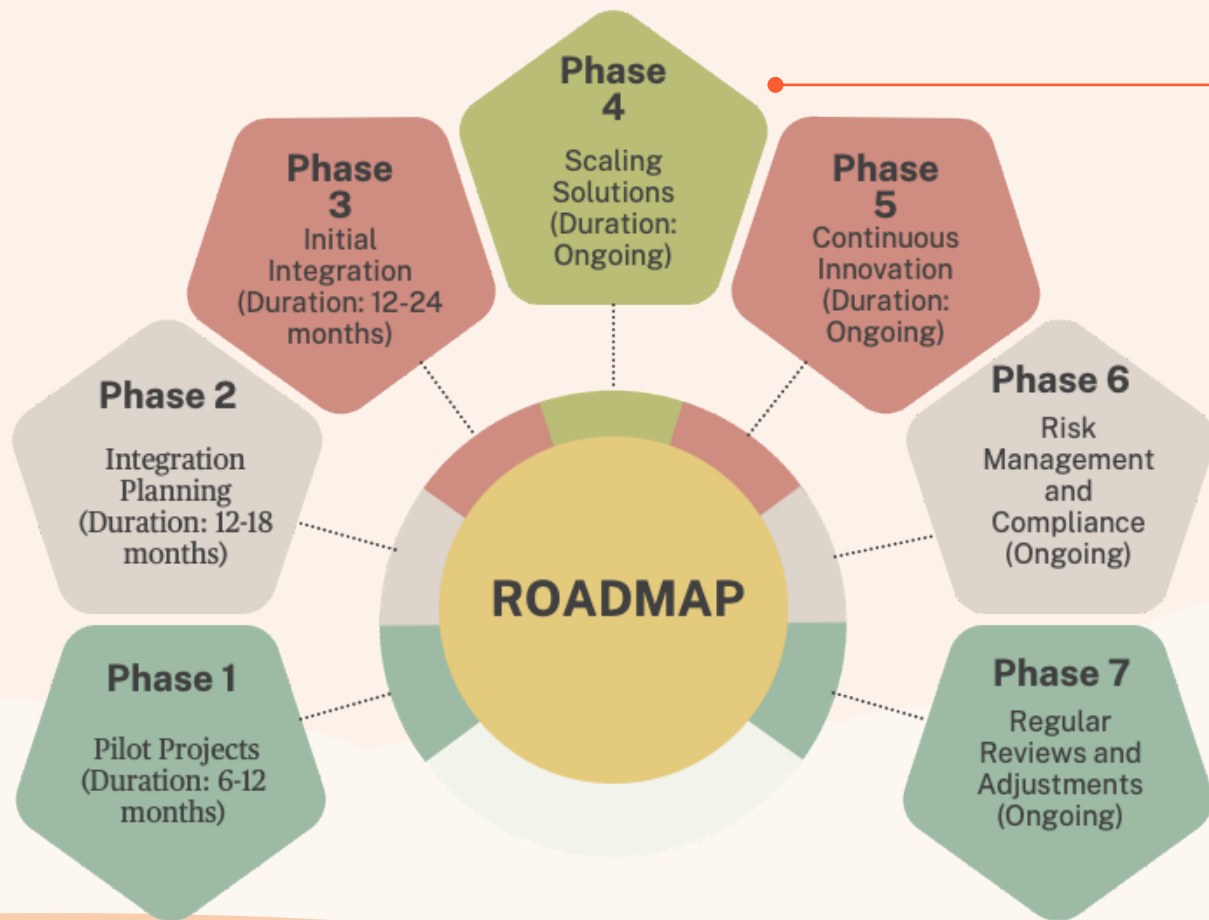
Supply chain



Cloud

Infrastructure/Service
Computing
Storage

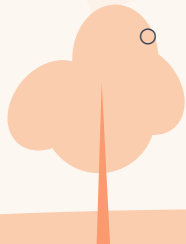






Conclusion

- Innovation & Quality
 - Upholding Toyota's tradition in innovation and quality.
- Enhancing Efficiency
 - Leveraging AI, IoT, and digital technologies for operational excellence.
- Innovative Products
 - Pioneering in electric and autonomous vehicles.
 - Expanding into new digital markets and services.
- Resilient Infrastructure
 - Building a robust technology architecture with a focus on cybersecurity.
- Continuous Improvement
 - Embracing adaptability and investing in emerging technologies.
 - Regular strategy updates to align with market and technological changes.





THANK YOU

Do you have any questions?