Toyota

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*This article is about the Japanese car manufacturer. For other uses, see*[*Toyota (disambiguation)*](https://en.wikipedia.org/wiki/Toyota_(disambiguation))*.*

|  |  |
| --- | --- |
| **Toyota Motor Corporation** | |
|  | |
| Headquarters in [Toyota City](https://en.wikipedia.org/wiki/Toyota_City), Japan | |
| **Native name** | トヨタ自動車株式会社 |
| [**Romanized**](https://en.wikipedia.org/wiki/Romanization)**name** | Toyota Jidōsha kabushiki gaisha |
| **Type** | [Public](https://en.wikipedia.org/wiki/Public_company) [KK](https://en.wikipedia.org/wiki/Kabushiki_gaisha) |
| [**Traded as**](https://en.wikipedia.org/wiki/Ticker_symbol) | * [TYO](https://en.wikipedia.org/wiki/Tokyo_Stock_Exchange): [7203](https://www2.tse.or.jp/tseHpFront/StockSearch.do?callJorEFlg=1&method=topsearch&topSearchStr=7203) * [NAG](https://en.wikipedia.org/wiki/Nagoya_Stock_Exchange): [7203](http://www.nse.or.jp/e/meigara/stocksch/list.html?schKey_Code=7203) * [NYSE](https://en.wikipedia.org/wiki/New_York_Stock_Exchange): [TM](https://www.nyse.com/quote/XNYS:TM) * [LSE](https://en.wikipedia.org/wiki/London_Stock_Exchange): [TYT](https://www.londonstockexchange.com/stock/TYT/) * [Nikkei 225](https://en.wikipedia.org/wiki/Nikkei_225) component (TYO) * [TOPIX](https://en.wikipedia.org/wiki/TOPIX) Core30 component (TYO) |
| [**ISIN**](https://en.wikipedia.org/wiki/International_Securities_Identification_Number) | [JP3633400001](https://iw.toolforge.org/isin/?language=en&isin=JP3633400001) |
| **Industry** | [Automotive](https://en.wikipedia.org/wiki/Automotive_industry) |
| **Founded** | August 28, 1937; 83 years ago |
| **Founder** | [Kiichiro Toyoda](https://en.wikipedia.org/wiki/Kiichiro_Toyoda) |
| **Headquarters** | [Toyota City](https://en.wikipedia.org/wiki/Toyota_City)  ,  Japan |
| **Area served** | Worldwide |
| **Key people** | * [Takeshi Uchiyamada](https://en.wikipedia.org/wiki/Takeshi_Uchiyamada) ([Chairman](https://en.wikipedia.org/wiki/Chairman)) * Shigeru Hayakawa (Vice chairman) * [Akio Toyoda](https://en.wikipedia.org/wiki/Akio_Toyoda) ([President](https://en.wikipedia.org/wiki/President_(corporate_title))) |
| **Products** | [Automobiles](https://en.wikipedia.org/wiki/Automobiles), [luxury vehicles](https://en.wikipedia.org/wiki/Luxury_vehicle), [commercial vehicles](https://en.wikipedia.org/wiki/Commercial_vehicle), [engines](https://en.wikipedia.org/wiki/Engines), [robots](https://en.wikipedia.org/wiki/Robots). |
| **Production output** | Decrease 9,472,556 (FY2021) Decrease 9,213,195 (2020)[[1]](https://en.wikipedia.org/wiki/Toyota#cite_note-1) |
| **Services** | [Banking](https://en.wikipedia.org/wiki/Banking), [financing](https://en.wikipedia.org/wiki/Financing), [leasing](https://en.wikipedia.org/wiki/Leasing) |
| **Revenue** | Decrease [¥](https://en.wikipedia.org/wiki/Japanese_yen)27,214,594 million Decrease US$256.7 billion ([FY](https://en.wikipedia.org/wiki/Fiscal_Year)2021)[[note 1]](https://en.wikipedia.org/wiki/Toyota#cite_note-2)[[2]](https://en.wikipedia.org/wiki/Toyota#cite_note-FY2021-3) |
| [**Operating income**](https://en.wikipedia.org/wiki/Earnings_before_interest_and_taxes) | Decrease ¥2,197,748 million (FY2021)[[2]](https://en.wikipedia.org/wiki/Toyota#cite_note-FY2021-3) |
| [**Net income**](https://en.wikipedia.org/wiki/Net_income) | Increase ¥2,282,378 million (FY2021)[[2]](https://en.wikipedia.org/wiki/Toyota#cite_note-FY2021-3) |
| [**Total assets**](https://en.wikipedia.org/wiki/Asset) | Increase ¥62,267,140 million Increase US$562 billion (FY2021)[[2]](https://en.wikipedia.org/wiki/Toyota#cite_note-FY2021-3) |
| [**Total equity**](https://en.wikipedia.org/wiki/Equity_(finance)) | Increase ¥24,288,329 million (FY2021)[[2]](https://en.wikipedia.org/wiki/Toyota#cite_note-FY2021-3) |
| **Number of employees** | Increase 366,283 (FY2021)[[2]](https://en.wikipedia.org/wiki/Toyota#cite_note-FY2021-3) |
| [**Parent**](https://en.wikipedia.org/wiki/Parent_company) | [Toyota Group](https://en.wikipedia.org/wiki/Toyota_Group) |
| [**Divisions**](https://en.wikipedia.org/wiki/Division_(business)) | * Toyota * [Lexus](https://en.wikipedia.org/wiki/Lexus) * [Hino](https://en.wikipedia.org/wiki/Hino_Motors) * [Daihatsu](https://en.wikipedia.org/wiki/Daihatsu) * [Ranz](https://en.wikipedia.org/wiki/Ranz) * [Scion](https://en.wikipedia.org/wiki/Scion_(automobile)) (defunct) * [TRD](https://en.wikipedia.org/wiki/Toyota_Racing_Development) * [Gazoo Racing](https://en.wikipedia.org/wiki/Toyota_Gazoo_Racing) |
| [**Subsidiaries**](https://en.wikipedia.org/wiki/Subsidiary) | 606[[3]](https://en.wikipedia.org/wiki/Toyota#cite_note-20f-4)  show  **List** |
| **Website** | [global.toyota](https://global.toyota/) |

The **Toyota Motor Corporation** ([Japanese](https://en.wikipedia.org/wiki/Japanese_language): トヨタ自動車株式会社, [Hepburn](https://en.wikipedia.org/wiki/Hepburn_romanization): *Toyota Jidōsha*[*KK*](https://en.wikipedia.org/wiki/Kabushiki_gaisha), IPA: [[toꜜjota]](https://en.wikipedia.org/wiki/Help:IPA/Japanese), English: [/tɔɪˈoʊtə/](https://en.wikipedia.org/wiki/Help:IPA/English), commonly known as **Toyota**) is a Japanese [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) [automotive](https://en.wikipedia.org/wiki/Automotive_industry) manufacturer headquartered in [Toyota, Aichi](https://en.wikipedia.org/wiki/Toyota,_Aichi), Japan. It was founded by [Kiichiro Toyoda](https://en.wikipedia.org/wiki/Kiichiro_Toyoda) and incorporated on August 28, 1937. In 2017, Toyota's corporate structure consisted of 364,445 employees worldwide[[4]](https://en.wikipedia.org/wiki/Toyota#cite_note-fortune-5) and, as of December 2019, was the [tenth-largest company in the world by revenue](https://en.wikipedia.org/wiki/List_of_largest_companies_by_revenue). Toyota is the largest automobile manufacturer in the world followed by [Volkswagen Group](https://en.wikipedia.org/wiki/Volkswagen_Group), based on 2020 unit sales.[[5]](https://en.wikipedia.org/wiki/Toyota#cite_note-yahoo-news-6)[[6]](https://en.wikipedia.org/wiki/Toyota#cite_note-2020-sales-7) Toyota was the world's first automobile manufacturer to produce more than 10 million vehicles per year, which it has done since 2012, when it also reported the production of its 200 millionth vehicle.[[7]](https://en.wikipedia.org/wiki/Toyota#cite_note-8) As of July 2014, Toyota was the largest listed company in Japan by [market capitalization](https://en.wikipedia.org/wiki/Market_capitalization) (worth more than twice as much as number 2-ranked [SoftBank](https://en.wikipedia.org/wiki/SoftBank_Corp.))[[8]](https://en.wikipedia.org/wiki/Toyota#cite_note-9) and by revenue.[[9]](https://en.wikipedia.org/wiki/Toyota#cite_note-10)[[10]](https://en.wikipedia.org/wiki/Toyota#cite_note-11)

Toyota is the global market leader in sales of [hybrid electric vehicles](https://en.wikipedia.org/wiki/Hybrid_electric_vehicle), and one of the largest companies to encourage the mass-market adoption of hybrid vehicles across the globe. Toyota is also a market leader in [hydrogen fuel-cell](https://en.wikipedia.org/wiki/Hydrogen_vehicle) vehicles. Cumulative global sales of Toyota and [Lexus](https://en.wikipedia.org/wiki/Lexus) hybrid passenger car models achieved the 15 million milestone in January 2020.[[11]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC15miHEVs-12) Its [Prius family](https://en.wikipedia.org/wiki/Prius_family) is the world's top-selling hybrid [nameplate](https://en.wikipedia.org/wiki/Nameplate) with over 6 million units sold worldwide as of January 2017.[[12]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC10miHEVs-13)

The company was founded by Kiichiro Toyoda in 1937, as a spinoff from [his father's](https://en.wikipedia.org/wiki/Sakichi_Toyoda) company [Toyota Industries](https://en.wikipedia.org/wiki/Toyota_Industries), to manufacture [automobiles](https://en.wikipedia.org/wiki/Automobiles). Three years earlier, in 1934, while still a department of Toyota Industries, it developed its first product, the [Type A engine](https://en.wikipedia.org/wiki/Toyota_Type_A_engine), and its first passenger car in 1936, the [Toyota AA](https://en.wikipedia.org/wiki/Toyota_AA). Toyota Motor Corporation produces vehicles under five brands, including the Toyota brand, [Hino](https://en.wikipedia.org/wiki/Hino_Motors), Lexus, [Ranz](https://en.wikipedia.org/wiki/Ranz), and [Daihatsu](https://en.wikipedia.org/wiki/Daihatsu). It also holds a 20.02% stake[[13]](https://en.wikipedia.org/wiki/Toyota#cite_note-14) in [Subaru Corporation](https://en.wikipedia.org/wiki/Subaru_Corporation), a 5.1% stake in [Mazda](https://en.wikipedia.org/wiki/Mazda),[[14]](https://en.wikipedia.org/wiki/Toyota#cite_note-15) a 4.9% stake in [Suzuki](https://en.wikipedia.org/wiki/Suzuki),[[15]](https://en.wikipedia.org/wiki/Toyota#cite_note-16) a 4.6% stake in [Isuzu](https://en.wikipedia.org/wiki/Isuzu), a 3.8% stake in [Yamaha Motor Corporation](https://en.wikipedia.org/wiki/Yamaha_Motor_Corporation), and a 2.8% stake in [Panasonic](https://en.wikipedia.org/wiki/Panasonic), as well as joint-ventures with two in China ([GAC Toyota](https://en.wikipedia.org/wiki/GAC_Toyota) and [Sichuan FAW Toyota Motor](https://en.wikipedia.org/wiki/Sichuan_FAW_Toyota_Motor)), one in India ([Toyota Kirloskar](https://en.wikipedia.org/wiki/Toyota_Kirloskar_Motor)), one in the Czech Republic ([TPCA](https://en.wikipedia.org/wiki/Toyota_Peugeot_Citro%C3%ABn_Automobile_Czech)), one in the United States ([MTMUS](https://en.wikipedia.org/wiki/Mazda_Toyota_Manufacturing_USA)), along with several "nonautomotive" companies.[[16]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyota:_Non-Automotive-17) TMC is part of the [Toyota Group](https://en.wikipedia.org/wiki/Toyota_Group), one of the largest conglomerates in the world.[[17]](https://en.wikipedia.org/wiki/Toyota#cite_note-18)

Toyota is listed on the [London Stock Exchange](https://en.wikipedia.org/wiki/London_Stock_Exchange), [New York Stock Exchange](https://en.wikipedia.org/wiki/New_York_Stock_Exchange) and [Tokyo Stock Exchange](https://en.wikipedia.org/wiki/Tokyo_Stock_Exchange).



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Corporate governance[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=1)]

[](https://en.wikipedia.org/wiki/File:Headquarter_of_Toyota_Motor_Corporation_4.JPG)

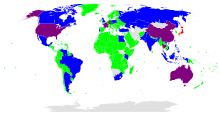
Principal headquarters building of Toyota

Toyota is headquartered in [Toyota City](https://en.wikipedia.org/wiki/Toyota_City), [Aichi](https://en.wikipedia.org/wiki/Aichi_Prefecture).[[18]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyotaprofile-19) The main headquarters of Toyota is located in a four-story building in Toyota. As of 2006, the head office has the "Toyopet" Toyota logo and the words "Toyota Motor". The Toyota Technical Center, a 14-story building, and the Honsha plant, Toyota's second plant engaging in mass production and formerly named the Koromo plant, are adjacent to one another in a location near the headquarters. Vinod Jacob from [*The Hindu*](https://en.wikipedia.org/wiki/The_Hindu) described the main headquarters building as "modest".[[19]](https://en.wikipedia.org/wiki/Toyota#cite_note-Jacob-20) In 2013, company head Akio Toyoda reported that it had difficulties retaining foreign employees at the headquarters due to the lack of amenities in the city.[[20]](https://en.wikipedia.org/wiki/Toyota#cite_note-21)

Its Tokyo office is located in [Bunkyo](https://en.wikipedia.org/wiki/Bunkyo,_Tokyo), Tokyo. Its [Nagoya](https://en.wikipedia.org/wiki/Nagoya) office is located in [Nakamura-ku](https://en.wikipedia.org/wiki/Nakamura-ku,_Nagoya), Nagoya.[[18]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyotaprofile-19) In addition to manufacturing automobiles, Toyota provides [financial services](https://en.wikipedia.org/wiki/Financial_services) through its [Toyota Financial Services](https://en.wikipedia.org/wiki/Toyota_Financial_Services) [division](https://en.wikipedia.org/wiki/Division_(business)), and also builds robots.

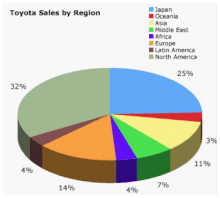
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Akio Toyoda, CEO of Toyota, at the annual results press conference, May 11, 2011

[](https://en.wikipedia.org/wiki/File:Toyota_global_network.svg)

Toyota's global network:

* Red – Japan, Toyota's domestic market.
* Light Green – Official export market.
* Blue – Official export market, and manufacturing / assembly plant(s).
* Dark Green – Official export market, R&D centre(s) and/or regional headquarters.
* Purple – Official export market, manufacturing plant(s), R&D centre(s) and/or regional headquarters.
* Grey – No official presence / Grey exports only.

[](https://en.wikipedia.org/wiki/File:Toyota_sales.gif)

Typical breakdown of sales by region

**Toyota Motor Company**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=2)]

In 1981, Toyota Motor Co., Ltd. announced plans to merge with its sales entity Toyota Motor Sales Co., Ltd. Since 1950, the two entities had existed as separate companies as a prerequisite for reconstruction in postwar Japan. Shoichiro Toyoda presided over Toyota Motor Sales in preparation for the consummation of the merger that occurred in 1982. Shoichiro then succeeded his uncle Eiji as the president of the combined organization that then became known as Toyota Motor Corporation.

**Presidents**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=3)]

1. [Rizaburo Toyoda](https://en.wikipedia.org/wiki/Rizaburo_Toyoda) (1937–1941)
2. [Kiichiro Toyoda](https://en.wikipedia.org/wiki/Kiichiro_Toyoda) (1941–1950)
3. [Taizo Ishida](https://ja.wikipedia.org/wiki/%E7%9F%B3%E7%94%B0%E9%80%80%E4%B8%89) (1950–1961)
4. [Fukio Nakagawa](https://ja.wikipedia.org/wiki/%E4%B8%AD%E5%B7%9D%E4%B8%8D%E5%99%A8%E7%94%B7) (1961–1967)
5. [Eiji Toyoda](https://en.wikipedia.org/wiki/Eiji_Toyoda) (1967–1982)

**Toyota Motor Corporation**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=4)]

On June 14, 2013, Toyota Motor Corporation announced the appointment of external board members; this was a first for the corporation and occurred following approval from general shareholders at a meeting on the same day. Additionally, Vice Chairman Takeshi Uchiyamada replaced Fujio Cho as chairman, as the latter became an honorary chairman while Toyoda remains in the post of president.[[21]](https://en.wikipedia.org/wiki/Toyota#cite_note-22)

**Chairmen**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=5)]

1. [Eiji Toyoda](https://en.wikipedia.org/wiki/Eiji_Toyoda) (1982–1992)
2. [Shoichiro Toyoda](https://en.wikipedia.org/wiki/Shoichiro_Toyoda) (1994–1999)
3. [Hiroshi Okuda](https://en.wikipedia.org/wiki/Hiroshi_Okuda) (1999–2006)
4. [Fujio Cho](https://en.wikipedia.org/wiki/Fujio_Cho) (2006–2013)
5. [Takeshi Uchiyamada](https://en.wikipedia.org/wiki/Takeshi_Uchiyamada) (2013–present)

**Presidents**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=6)]

1. [Shoichiro Toyoda](https://en.wikipedia.org/wiki/Shoichiro_Toyoda) (1982–1992)[[22]](https://en.wikipedia.org/wiki/Toyota#cite_note-Tatsuro-23)
2. [Tatsuro Toyoda](https://en.wikipedia.org/wiki/Tatsuro_Toyoda) (1992–1995)[[22]](https://en.wikipedia.org/wiki/Toyota#cite_note-Tatsuro-23)
3. [Hiroshi Okuda](https://en.wikipedia.org/wiki/Hiroshi_Okuda) (1995–1999)
4. [Fujio Cho](https://en.wikipedia.org/wiki/Fujio_Cho) (1999–2005)
5. [Katsuaki Watanabe](https://en.wikipedia.org/wiki/Katsuaki_Watanabe) (2005–2009)
6. [Akio Toyoda](https://en.wikipedia.org/wiki/Akio_Toyoda) (2009–present)

**Financials**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=7)]

Toyota is publicly traded on the [Tokyo](https://en.wikipedia.org/wiki/Tokyo_Stock_Exchange), [Osaka](https://en.wikipedia.org/wiki/Osaka_Stock_Exchange), [Nagoya](https://en.wikipedia.org/wiki/Nagoya_Stock_Exchange), [Fukuoka](https://en.wikipedia.org/wiki/Fukuoka), and [Sapporo](https://en.wikipedia.org/wiki/Sapporo) exchanges under company code [TYO](https://en.wikipedia.org/wiki/Tokyo_Stock_Exchange): [7203](https://www2.tse.or.jp/tseHpFront/StockSearch.do?callJorEFlg=1&method=topsearch&topSearchStr=7203). In addition, Toyota is foreign-listed on the [New York Stock Exchange](https://en.wikipedia.org/wiki/New_York_Stock_Exchange) under [NYSE](https://en.wikipedia.org/wiki/New_York_Stock_Exchange): [TM](https://www.nyse.com/quote/XNYS:TM) and on the [London Stock Exchange](https://en.wikipedia.org/wiki/London_Stock_Exchange) under [LSE](https://en.wikipedia.org/wiki/London_Stock_Exchange): [TYT](https://www.londonstockexchange.com/stock/TYT/). Toyota has been publicly traded in Japan since 1949 and internationally since 1999.[[23]](https://en.wikipedia.org/wiki/Toyota#cite_note-24)

As reported on its consolidated financial statements, Toyota has 606 consolidated subsidiaries and 199 affiliates.[[3]](https://en.wikipedia.org/wiki/Toyota#cite_note-20f-4)

* [Toyota Motor North America](https://en.wikipedia.org/wiki/Toyota_Motor_North_America) (100% – 2004)
* [Toyota Canada Inc.](https://en.wikipedia.org/wiki/Toyota_Canada_Inc.) (51% – 2013)
* [Toyota Tsusho](https://en.wikipedia.org/wiki/Toyota_Tsusho) – Trading company for the Toyota Group
* [Daihatsu Motor Company](https://en.wikipedia.org/wiki/Daihatsu_Motor_Company) (100%)
* [Hino Motors](https://en.wikipedia.org/wiki/Hino_Motors) (50.1% – 2001)
* [Lexus](https://en.wikipedia.org/wiki/Lexus) 100% (1989)
* [Scion](https://en.wikipedia.org/wiki/Scion_(automobile)) 100% (2003)
* [DENSO](https://en.wikipedia.org/wiki/DENSO) (24.74% – September 30, 2006)
* [Toyota Industries](https://en.wikipedia.org/wiki/Toyota_Industries) (23.51% – March 31, 2006)
* [Aisin Seiki Co.](https://en.wikipedia.org/wiki/Aisin_Seiki_Co.) (23.0% – September 30, 2006)
* [Subaru Corporation](https://en.wikipedia.org/wiki/Subaru_Corporation) (20% – September 29, 2019)[[24]](https://en.wikipedia.org/wiki/Toyota#cite_note-25)
* [Isuzu Motors](https://en.wikipedia.org/wiki/Isuzu_Motors) (5.9% – November 10, 2006)
* [PT Toyota Astra Motor](https://en.wikipedia.org/wiki/Toyota_Astra_Motor) (50% – 2017)
* [Noble Automotive](https://en.wikipedia.org/wiki/Noble_Automotive) (23% – 2014)
* [PT Toyota Motor Manufacturing Indonesia](https://en.wikipedia.org/wiki/Toyota_Motor_Manufacturing_Indonesia)[[25]](https://en.wikipedia.org/wiki/Toyota#cite_note-investvine-26) (95% – 2003)

**Global ranking**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=8)]

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|  | This section **does not**[**cite**](https://en.wikipedia.org/wiki/Wikipedia:Citing_sources)**any**[**sources**](https://en.wikipedia.org/wiki/Wikipedia:Verifiability). Please help [improve this section](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit) by [adding citations to reliable sources](https://en.wikipedia.org/wiki/Help:Referencing_for_beginners). Unsourced material may be challenged and [removed](https://en.wikipedia.org/wiki/Wikipedia:Verifiability#Burden_of_evidence). *(May 2020) (*[*Learn how and when to remove this template message*](https://en.wikipedia.org/wiki/Help:Maintenance_template_removal)*)* |

Toyota, which earlier was [the world's third-largest automotive manufacturer by production volume](https://en.wikipedia.org/wiki/List_of_manufacturers_by_motor_vehicle_production) behind American [General Motors](https://en.wikipedia.org/wiki/General_Motors) and [Ford](https://en.wikipedia.org/wiki/Ford_Motor_Company), produced for the first time in history more vehicles than Ford in 2005, and in 2006, even more than General Motors and has been the world's largest automotive manufacturer by production volume since then, except in 2011 when, triggered by the [2011 Tōhoku earthquake and tsunami](https://en.wikipedia.org/wiki/2011_T%C5%8Dhoku_earthquake_and_tsunami), it fell to the number 3 position behind General Motors and German [Volkswagen Group](https://en.wikipedia.org/wiki/Volkswagen_Group).

History[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=9)]

*Main article:*[*History of Toyota*](https://en.wikipedia.org/wiki/History_of_Toyota)

**1920s–1930s**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=10)]

[](https://en.wikipedia.org/wiki/File:Toyota_Loom_Mass_Production_Bertel_Schmitt.jpg)

The mass-produced Toyoda automated loom, displayed at Toyota Museum in Aichi-gun, Japan

In 1924, [Sakichi Toyoda](https://en.wikipedia.org/wiki/Sakichi_Toyoda) invented the Toyoda Model G Automatic [Loom](https://en.wikipedia.org/wiki/Loom). The principle of [*jidoka*](https://en.wikipedia.org/wiki/Jidoka), which means the machine stops itself when a problem occurs, became later a part of the [Toyota Production System](https://en.wikipedia.org/wiki/Toyota_Production_System). Looms were built on a small [production line](https://en.wikipedia.org/wiki/Production_line). In 1929, the patent for the automatic loom was sold to the British company [Platt Brothers](https://en.wikipedia.org/wiki/Platt_Brothers),[[26]](https://en.wikipedia.org/wiki/Toyota#cite_note-27) generating the starting capital for automobile development.[[27]](https://en.wikipedia.org/wiki/Toyota#cite_note-28)

[](https://en.wikipedia.org/wiki/File:Toyoda_Standard_Sedan_AA_1936_Bertel_Schmitt.jpg)

Toyoda Standard Sedan AA 1936

The production of Toyota automobiles was started in 1933 as a division of [Toyoda Automatic Loom Works](https://en.wikipedia.org/wiki/Toyota_Industries) devoted to the production of automobiles under the direction of the founder's son, [Kiichiro Toyoda](https://en.wikipedia.org/wiki/Kiichiro_Toyoda).[[28]](https://en.wikipedia.org/wiki/Toyota#cite_note-29) Its first vehicles were the [A1](https://en.wikipedia.org/wiki/Toyota_A1) passenger [car](https://en.wikipedia.org/wiki/Car) and the [G1](https://en.wikipedia.org/wiki/Toyota_G1) [truck](https://en.wikipedia.org/wiki/Truck) in 1935. The Toyota Motor Company was established as an independent company in 1937. Vehicles were originally sold under the name "Toyoda" (トヨダ), from the family name of the company's founder, [Kiichirō Toyoda](https://en.wikipedia.org/wiki/Kiichiro_Toyoda). In April 1936, Toyoda's first passenger car, the [Model AA](https://en.wikipedia.org/wiki/Toyota_AA), was completed. The sales price was 3,350 yen, 400 yen cheaper than [Ford](https://en.wikipedia.org/wiki/Ford_Motor_Company) or [GM](https://en.wikipedia.org/wiki/General_Motors) cars.[[29]](https://en.wikipedia.org/wiki/Toyota#cite_note-30)

In September 1936, the company ran a public competition to design a new logo. Of 27,000 entries, the winning entry was the three Japanese [*katakana*](https://en.wikipedia.org/wiki/Katakana) letters for "Toyoda" in a circle. However, [Rizaburo Toyoda](https://en.wikipedia.org/wiki/Rizaburo_Toyoda), who had [married into the family](https://en.wikipedia.org/wiki/Mukoy%C5%8Dshi) and was not born with that name, preferred "Toyota" (トヨタ) because it took eight brush strokes (a lucky number) to write in Japanese, was visually simpler (leaving off the [diacritic](https://en.wikipedia.org/wiki/Dakuten) at the end), and with a [voiceless consonant](https://en.wikipedia.org/wiki/Voiceless) instead of a [voiced](https://en.wikipedia.org/wiki/Voice_(phonetics)) one (voiced consonants are considered to have a "murky" or "muddy" sound compared to voiceless consonants, which are "clear").

Since *toyoda* literally means "fertile rice paddies", changing the name also prevented the company from being associated with old-fashioned farming. The newly formed word was trademarked and the company was registered in August 1937 as the Toyota Motor Company.[[30]](https://en.wikipedia.org/wiki/Toyota#cite_note-Davis-31)[[31]](https://en.wikipedia.org/wiki/Toyota#cite_note-fiftyyears64-32)[[32]](https://en.wikipedia.org/wiki/Toyota#cite_note-Dawson-33)

The Japanese government supported the company by preventing foreign competitors [Ford](https://en.wikipedia.org/wiki/Ford_Motor_Company) and [General Motors](https://en.wikipedia.org/wiki/General_Motors) from importing automobiles into Japan.[[33]](https://en.wikipedia.org/wiki/Toyota#cite_note-34)

**1940s–1950s**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=11)]

[](https://en.wikipedia.org/wiki/File:1955_Toyopet_Crown_03.jpg)

First-generation Toyopet Crown Model RSD (1955–1958)

From September 1947, Toyota's small-sized vehicles were sold under the name "Toyopet" (トヨペット).[[34]](https://en.wikipedia.org/wiki/Toyota#cite_note-archive96-35) The first vehicle sold under this name was the [Toyopet SA](https://en.wikipedia.org/wiki/Toyota_SA),[[35]](https://en.wikipedia.org/wiki/Toyota#cite_note-fiftyyears102-36) but it also included vehicles such as the [Toyopet SB](https://en.wikipedia.org/wiki/Toyota_SB) light truck, [Toyopet Stout](https://en.wikipedia.org/wiki/Toyota_Stout) light truck,[[36]](https://en.wikipedia.org/wiki/Toyota#cite_note-stout-37) [Toyopet Crown](https://en.wikipedia.org/wiki/Toyota_Crown), [Toyopet Master](https://en.wikipedia.org/wiki/Toyopet_Master), and the [Toyopet Corona](https://en.wikipedia.org/wiki/Toyota_Corona). The word "Toyopet" ([Japanese article](https://ja.wikipedia.org/wiki/%E3%83%88%E3%83%A8%E3%83%9A%E3%83%83%E3%83%88_(%E3%83%96%E3%83%A9%E3%83%B3%E3%83%89))) was a nickname given to the Toyota SA due to its small size, as the result of a naming contest the Toyota Company organized in 1947. However, when Toyota eventually entered the American market in 1957 with the Crown, the name was not well received due to connotations of toys and pets.[[37]](https://en.wikipedia.org/wiki/Toyota#cite_note-America50Toyopet-38) The car was withdrawn from the American market in 1958,[[38]](https://en.wikipedia.org/wiki/Toyota#cite_note-FOOTNOTEChang200819-20-39) but continued in other markets until the mid-1960s.

The company continued to be supported by the state. In 1949 the [Bank of Japan](https://en.wikipedia.org/wiki/Bank_of_Japan), the [central bank](https://en.wikipedia.org/wiki/Central_bank) of the country, [bailed out](https://en.wikipedia.org/wiki/Bailout) the company.[[39]](https://en.wikipedia.org/wiki/Toyota#cite_note-FOOTNOTEChang200820-40) The name "Toyopet" is still used in Japan by a dealership network called the "[Toyopet Store](https://en.wikipedia.org/wiki/Toyopet_Store)"

**1960s–1970s**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=12)]

By the early 1960s, the US had begun placing stiff import tariffs on certain vehicles. The so-called "[chicken tax](https://en.wikipedia.org/wiki/Chicken_tax)" of 1964 placed a 25% tax on imported [light trucks](https://en.wikipedia.org/wiki/Light_truck).[[40]](https://en.wikipedia.org/wiki/Toyota#cite_note-wsjtransit-41) In response to the tariff, Toyota, [Nissan Motor Co.](https://en.wikipedia.org/wiki/Nissan_Motors) and [Honda Motor Co.](https://en.wikipedia.org/wiki/Honda) began building plants in the US by the early 1980s.[[40]](https://en.wikipedia.org/wiki/Toyota#cite_note-wsjtransit-41)

**1980s**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=13)]

[](https://en.wikipedia.org/wiki/File:1987_Toyota_Corolla_(AE82)_CS_sedan_(2015-11-11)_01.jpg)

By the 1980s [Toyota Corolla](https://en.wikipedia.org/wiki/Toyota_Corolla) was one of the most popular and best selling cars in the world

Toyota received its first Japanese Quality Control Award at the start of the 1980s and began participating in a wide variety of [motorsports](https://en.wikipedia.org/wiki/Toyota_Motor_Corporation#Motorsport_history). Due to the [1973 oil crisis](https://en.wikipedia.org/wiki/1973_oil_crisis), consumers in the lucrative US market began turning to making small cars with better fuel economy. American car manufacturers had considered small economy cars to be an entry-level product, and their small vehicles employed a low level of quality to keep the price low. Conservative Toyota held on to [rear-wheel-drive](https://en.wikipedia.org/wiki/Front-engine,_rear-wheel-drive_layout) designs for longer than most; while a clear first in overall production they were only third in production of front-wheel-drive cars in 1983, behind Nissan and Honda. In part due to this, Nissan's [Sunny](https://en.wikipedia.org/wiki/Nissan_Sunny) managed to squeeze by the Corolla in numbers built that year.[[41]](https://en.wikipedia.org/wiki/Toyota#cite_note-whp19-42)

In 1982, the Toyota Motor Company and Toyota Motor Sales merged into one company, the Toyota Motor Corporation. Two years later, Toyota entered into a joint venture with General Motors called the New United Motor Manufacturing, Inc, [NUMMI](https://en.wikipedia.org/wiki/NUMMI), operating an automobile-manufacturing plant in [Fremont](https://en.wikipedia.org/wiki/Fremont,_California), California. The factory was the old [General Motors](https://en.wikipedia.org/wiki/General_Motors) [Fremont Assembly](https://en.wikipedia.org/wiki/Fremont_Assembly) plant that had been closed for two years. It is currently the site of Tesla, Inc.'s assembly plant. Toyota then started to establish new brands at the end of the 1980s, with the launch of their luxury division [Lexus](https://en.wikipedia.org/wiki/Lexus) in 1989.

**1990s**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=14)]

[](https://en.wikipedia.org/wiki/File:Toyota_Supra_SZ_(A80)_front.jpg)

Toyota Supra (JZA80) is one of the most recognized Japanese sports cars

In the 1990s, Toyota began to branch out from producing mostly compact cars by adding many larger and more luxurious vehicles to its lineup, including a full-sized pickup, the [T100](https://en.wikipedia.org/wiki/Toyota_T100) (and later the [Tundra](https://en.wikipedia.org/wiki/Toyota_Tundra)), several lines of SUVs, a sport version of the [Camry](https://en.wikipedia.org/wiki/Toyota_Camry), known as the [Camry Solara](https://en.wikipedia.org/wiki/Toyota_Solara). They would also launch newer iterations of their sports cars, namely the [MR2](https://en.wikipedia.org/wiki/Toyota_MR2), [Celica](https://en.wikipedia.org/wiki/Toyota_Celica), and [Supra](https://en.wikipedia.org/wiki/Toyota_Supra) during this era.

With a major presence in Europe, due to the success of [Toyota Team Europe](https://en.wikipedia.org/wiki/Toyota_Team_Europe), the corporation decided to set up Toyota Motor Europe Marketing and Engineering, [TMME](https://en.wikipedia.org/wiki/Toyota_Motor_Europe), to help market vehicles in the continent. Two years later, Toyota set up a base in the United Kingdom, [TMUK](https://en.wikipedia.org/wiki/TMUK), as the company's cars had become very popular among British drivers. Bases in [Indiana](https://en.wikipedia.org/wiki/Indiana), [Virginia](https://en.wikipedia.org/wiki/Virginia), and [Tianjin](https://en.wikipedia.org/wiki/Tianjin) were also set up. On September 29, 1999, the company decided to list itself on the [New York](https://en.wikipedia.org/wiki/New_York_Stock_Exchange) and [London Stock Exchanges](https://en.wikipedia.org/wiki/London_Stock_Exchange).

**2000s**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=15)]

In 2001, Toyota's [Toyo Trust and Banking](https://en.wikipedia.org/wiki/Toyo_Trust_and_Banking) merged with two other banks to form [UFJ Bank](https://en.wikipedia.org/wiki/UFJ_Bank), which was accused of corruption by Japan's government for making bad loans to alleged [Yakuza](https://en.wikipedia.org/wiki/Yakuza) crime syndicates with executives accused of blocking Financial Service Agency inspections.[[42]](https://en.wikipedia.org/wiki/Toyota#cite_note-43) The UFJ was listed among [Fortune Magazine](https://en.wikipedia.org/wiki/Fortune_Magazine)'s largest money-losing corporations in the world, with Toyota's chairman serving as a director.[[43]](https://en.wikipedia.org/wiki/Toyota#cite_note-44) At the time, the UFJ was one of the largest shareholders of Toyota. As a result of Japan's banking crisis, UFJ merged with the Bank of Tokyo-Mitsubishi to become the [Mitsubishi UFJ Financial Group](https://en.wikipedia.org/wiki/Mitsubishi_UFJ_Financial_Group).

In 2002, Toyota entered [Formula One](https://en.wikipedia.org/wiki/Formula_One) competition and established joint ventures with French motoring companies [Citroën](https://en.wikipedia.org/wiki/Citro%C3%ABn) and [Peugeot](https://en.wikipedia.org/wiki/Peugeot) a year after Toyota started producing cars in France.

A youth-oriented marque for North America, [Scion](https://en.wikipedia.org/wiki/Scion_(automobile)), was introduced in 2003.

Toyota ranked eighth on [Forbes 2000](https://en.wikipedia.org/wiki/Forbes_2000) list of the world's leading companies for the year 2005[[44]](https://en.wikipedia.org/wiki/Toyota#cite_note-45) but slid to 55th for 2011.[[45]](https://en.wikipedia.org/wiki/Toyota#cite_note-46) The company was number one in global automobile sales for the first quarter of 2008.[[46]](https://en.wikipedia.org/wiki/Toyota#cite_note-47)

In 2007, Toyota released an update of its full-sized truck, the Tundra, produced in two American factories, one in Texas and one in Indiana. *Motor Trend* named the Tundra "Truck of the Year", and the 2007 [Toyota Camry](https://en.wikipedia.org/wiki/Toyota_Camry) "Car of the Year" for 2007. It also began the construction of two new factories, one to build the [RAV4](https://en.wikipedia.org/wiki/Toyota_RAV4) in Woodstock, Ontario, Canada, and the other to build the [Toyota Prius](https://en.wikipedia.org/wiki/Toyota_Prius) in Blue Springs, Mississippi, USA. This plant was originally intended to build the [Toyota Highlander](https://en.wikipedia.org/wiki/Toyota_Highlander), but Toyota decided to use the plant in [Princeton, Indiana, USA](https://en.wikipedia.org/wiki/Toyota_Motor_Manufacturing_Indiana), instead. The company has also found recent success with its smaller models—the Corolla and Yaris.

**2010s**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=16)]

In 2011, Toyota, along with large parts of the Japanese automotive industry, suffered from a series of natural disasters. The [2011 Tōhoku earthquake and tsunami](https://en.wikipedia.org/wiki/2011_T%C5%8Dhoku_earthquake_and_tsunami) led to a severe disruption of the supplier base and a drop in production and exports.[[47]](https://en.wikipedia.org/wiki/Toyota#cite_note-48)[[48]](https://en.wikipedia.org/wiki/Toyota#cite_note-49) Severe flooding during the 2011 [monsoon](https://en.wikipedia.org/wiki/Monsoon) season in Thailand affected Japanese automakers that had chosen Thailand as a production base. Toyota is estimated to have lost production of 150,000 units to the tsunami and production of 240,000 units to the floods.

On February 10, 2014, it was announced that Toyota would cease manufacturing vehicles and engines in Australia by the end of 2017.[[49]](https://en.wikipedia.org/wiki/Toyota#cite_note-toyota-exit-50)[[50]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaExitsAustralianManufacturing-51) The decision was based on the unfavourable Australian dollar making exports not viable, the high cost of local manufacture and the high amount of competition in a relatively small local market.[[50]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaExitsAustralianManufacturing-51) The company plans to consolidate its corporate functions in Melbourne by the end of 2017. The head office will remain in Port Melbourne and the Altona plant will be retained for other functions. The workforce is expected to be reduced from 3,900 to 1,300.[[51]](https://en.wikipedia.org/wiki/Toyota#cite_note-52) Both [Ford Motor Company](https://en.wikipedia.org/wiki/Ford_Motor_Company) and [General Motors](https://en.wikipedia.org/wiki/General_Motors) ([Holden](https://en.wikipedia.org/wiki/Holden)) followed suit, ending Australian production in 2016 and 2017 respectively.

The automaker narrowly topped global sales for the first half of 2014, selling 5.1 million vehicles in the six months ending June 30, 2014, an increase of 3.8% on the same period the previous year. [Volkswagen AG](https://en.wikipedia.org/wiki/Volkswagen_AG), which recorded sales of 5.07 million vehicles, was close behind.[[52]](https://en.wikipedia.org/wiki/Toyota#cite_note-AutoSales-53)

In August 2014, Toyota announced it would be cutting its spare-parts prices in China by up to 35%. The company admitted the move was in response to a probe foreshadowed earlier in the month by China's [National Development and Reform Commission](https://en.wikipedia.org/wiki/National_Development_and_Reform_Commission) of Toyota's Lexus spare-parts policies, as part of an industry-wide investigation into what the Chinese regulator considers exorbitantly high prices being charged by automakers for spare parts and after-sales servicing.[[53]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaChina-54)

In November 2015, the company announced that it would invest US$1 billion over the next 5 years into [artificial intelligence](https://en.wikipedia.org/wiki/Artificial_intelligence) and robotics research.[[54]](https://en.wikipedia.org/wiki/Toyota#cite_note-55) In 2016, Toyota invested in [Uber](https://en.wikipedia.org/wiki/Uber).[[55]](https://en.wikipedia.org/wiki/Toyota#cite_note-56) In 2020, a corporate governance report showed that Toyota owns 10.25 million shares of Uber, which was valued at $292.46 million as of March 30, 2020. According to Reuters, this was roughly 0.6 per cent of Uber's outstanding shares.[[56]](https://en.wikipedia.org/wiki/Toyota#cite_note-57)

In March 2016, Toyota partnered with [Yanmar](https://en.wikipedia.org/wiki/Yanmar) to create a fiberglass pleasure boat using Yanmar outboard marine diesel engines or Toyota inboard engines.[[57]](https://en.wikipedia.org/wiki/Toyota#cite_note-58)

On August 27, 2018, Toyota announced an investment of US$500 million in [Uber](https://en.wikipedia.org/wiki/Uber)'s [autonomous cars](https://en.wikipedia.org/wiki/Autonomous_car).[[58]](https://en.wikipedia.org/wiki/Toyota#cite_note-59)

**2020s**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=17)]

In March 2021, Toyota, its subsidiary Hino, and Isuzu announced the creation of a strategic partnership between the three companies. Toyota acquired a 4.6% stake in Isuzu while the latter plans to acquire Toyota shares for an equivalent value. The three companies said they would form a new joint venture by April called Commercial Japan Partnership Technologies Corporation with the aim of developing [fuel cell](https://en.wikipedia.org/wiki/Fuel_cell_vehicle) and [electric](https://en.wikipedia.org/wiki/Electric_vehicle) light trucks. Toyota would own an 80% stake in the venture while Hino and Isuzu would own 10% each.[[59]](https://en.wikipedia.org/wiki/Toyota#cite_note-60)

In April 2021, Toyota said that it will buy Lyft for $550 million as a plan to improve the self-driving technology.[[60]](https://en.wikipedia.org/wiki/Toyota#cite_note-61)

Recalls[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=18)]

*Main article:*[*2009–11 Toyota vehicle recalls*](https://en.wikipedia.org/wiki/2009%E2%80%9311_Toyota_vehicle_recalls)

From November 2009 through 2010, Toyota recalled more than 9 million cars and trucks worldwide in several [recall campaigns](https://en.wikipedia.org/wiki/2009%E2%80%932011_Toyota_vehicle_recalls), and briefly halted production and sales.[[61]](https://en.wikipedia.org/wiki/Toyota#cite_note-62) After pressure from the NHTSA, Toyota issued the recalls, after reports that several vehicles experienced [unintended acceleration](https://en.wikipedia.org/wiki/Sudden_unintended_acceleration).

In October 2012, Toyota announced a recall of 7.43 million vehicles worldwide to fix malfunctioning power window switches, the largest recall since that of [Ford Motor Company](https://en.wikipedia.org/wiki/Ford_Motor_Company) in 1996. The move came after a series of recalls between 2009 and 2011 in which it pulled back around 10 million cars amidst claims of faulty mechanics.[[62]](https://en.wikipedia.org/wiki/Toyota#cite_note-63) In March 2014, Toyota agreed to pay a fine of US$1.2 billion for concealing information and misleading the public about the safety issues behind the recalls on Toyota and Lexus vehicles affected by unintended acceleration. Toyota never agreed to be at fault for the problem.

In early November 2014, Toyota USA enlisted a recall involving defective inflaters and propellant devices that may deploy improperly in the event of a crash, shooting metal fragments into vehicle occupants. More than 7 million vehicles are potentially affected in the United States. This recall only affects vehicles equipped with [Takata airbags](https://en.wikipedia.org/wiki/Takata_airbag) released after the year 2000 in North America. The airbags were manufactured by Takata automotive manufacturing. Toyota is offering a free repair to all affected vehicles worldwide.[[63]](https://en.wikipedia.org/wiki/Toyota#cite_note-64) The fault in the Takata air bags also affected other North American automobile manufacturers as well as European and Japanese automobile manufacturers.[[64]](https://en.wikipedia.org/wiki/Toyota#cite_note-65)

In December 2018, Toyota USA announced a recall of Toyota and Lexus vehicles with Takata airbags that had previously been replaced by the company. The recall affects specific Toyota Corollas, Sequoias, Tundras and Lexus vehicles made between 2002 and 2005. This recall was announced one year ahead of the initially scheduled recall in December 2019.[[65]](https://en.wikipedia.org/wiki/Toyota#cite_note-66)

In May 2020, Toyota Vietnam recalled 32,527 cars in [Vietnam](https://en.wikipedia.org/wiki/Vietnam) for a [fuel pump](https://en.wikipedia.org/wiki/Fuel_pump_(engine)) issue.[[66]](https://en.wikipedia.org/wiki/Toyota#cite_note-67)[[67]](https://en.wikipedia.org/wiki/Toyota#cite_note-68)

Logo and branding[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=19)]

[](https://en.wikipedia.org/wiki/File:Toyota_Sign_Development_Bertel_Schmitt.jpg)

Employee at the [Toyota Automobile Museum](https://en.wikipedia.org/wiki/Toyota_Automobile_Museum) explains development of Toyota name and brand

In 1936, Toyota entered the passenger car market with its Model AA and held a competition to establish a new logo emphasizing speed for its new product line. After receiving 27,000 entries, one was selected that additionally resulted in a change of its moniker to "Toyota" from the family name "Toyoda", which means rice paddy. The new name was believed to sound better, and its eight-stroke count in the Japanese language was associated with wealth and good fortune. The original logo is no longer found on its vehicles but remains the corporate emblem used in Japan.

[](https://en.wikipedia.org/wiki/File:Toyota_logo.svg)

Toyota wordmark, used as the main logo until 1989 and is currently used as a corporate logo

[](https://en.wikipedia.org/wiki/File:Toyota_Tacoma_TRD_Pro_P4250811.jpg)

[Toyota Tacoma](https://en.wikipedia.org/wiki/Toyota_Tacoma) TRD Pro still uses Toyota wordmark

Still, no guidelines existed for the use of the brand name, so "TOYOTA", which was used throughout most of the world, led to inconsistencies in its worldwide marketing campaigns.

To remedy this, Toyota introduced a new worldwide logo in October 1989 to commemorate the 50th year of the company, and to differentiate it from the newly released luxury Lexus brand.[[68]](https://en.wikipedia.org/wiki/Toyota#cite_note-69) The logo made its debut on the 1989 Toyota Celsior and quickly gained worldwide recognition. The three ovals in the new logo combine to form the letter "T", which stands for Toyota. The overlapping of the two perpendicular ovals inside the larger oval represents the mutually beneficial relationship and trust between the customer and the company while the larger oval surrounding both of these inner ovals represents the "global expansion of Toyota's technology and unlimited potential for the future".[[69]](https://en.wikipedia.org/wiki/Toyota#cite_note-70)[[70]](https://en.wikipedia.org/wiki/Toyota#cite_note-71)

[](https://en.wikipedia.org/wiki/File:Toyota_AA_1936_-_Picture_by_Bertel_Schmitt.jpg)

Hubcap of 1936 [Toyota AA](https://en.wikipedia.org/wiki/Toyota_AA) with the old "Toyoda" name

The new logo started appearing on all printed material, advertisements, dealer signage, and most of the vehicles themselves in 1990.

In countries or regions using [traditional Chinese characters](https://en.wikipedia.org/wiki/Traditional_Chinese_character), e.g. Hong Kong and Taiwan, Toyota is known as "豐田".[[71]](https://en.wikipedia.org/wiki/Toyota#cite_note-Crown_Motors-72) In countries using [simplified Chinese characters](https://en.wikipedia.org/wiki/Simplified_Chinese_character) (e.g. China, Singapore), Toyota is written as "丰田"[[72]](https://en.wikipedia.org/wiki/Toyota#cite_note-73) (pronounced as *Fēngtián* in [Mandarin Chinese](https://en.wikipedia.org/wiki/Standard_Chinese) and *Hɔng Tshan* in [Minnanese](https://en.wikipedia.org/wiki/Southern_Min)). These are the same characters as the founding family's name "Toyoda" in Japanese.

**Dealership brands**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=20)]

*Main article:*[*Toyota dealerships (Japan)*](https://en.wikipedia.org/wiki/Toyota_dealerships_(Japan))

In Japan, Toyota dealerships are grouped into [separate brands](https://en.wikipedia.org/wiki/Toyota_dealerships_(Japan)) that cater to different demographics. As of 2020 they are:

* [Toyota Store](https://en.wikipedia.org/wiki/Toyota_Store)
* [Toyopet Store](https://en.wikipedia.org/wiki/Toyopet_Store)
* [Toyota Corolla Store](https://en.wikipedia.org/wiki/Toyota_Corolla_Store)
* [Netz Store](https://en.wikipedia.org/wiki/Netz_Store)

**Toyota slogans**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=21)]

**Australia**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=22)]

* *See How Much Car Your Money Can Buy* (1979–1980)[[73]](https://en.wikipedia.org/wiki/Toyota#cite_note-74)
* *Something Special. For You.* (1981–1983)[[74]](https://en.wikipedia.org/wiki/Toyota#cite_note-75)
* *Oh What a feeling!* (1983–present)[[75]](https://en.wikipedia.org/wiki/Toyota#cite_note-76)
* *Now You're Really Moving!* (April 1983 only)[[76]](https://en.wikipedia.org/wiki/Toyota#cite_note-77)

**Bangladesh**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=23)]

* *Running Towards* (1974–1979)
* *Leads away your life* (1979–1986)
* *The Greatest* (1986–1991)
* *Interesting vehicle* (1991–1998)
* *The Quality* (1998–2005)
* *The Perfection of life* (2005–2010)
* *The Amazing* (2010–present)

**China**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=24)]

* *车到山前必有路，有路就有丰田车* (There must be a road to the mountain, and if there is a road there is a Toyota)
* *品质感动世界*（Quality emotion world, [GAC Toyota](https://en.wikipedia.org/wiki/GAC_Toyota)）
* *致真 至极*（For true, To extreme, [FAW Toyota](https://en.wikipedia.org/wiki/FAW_Toyota)）

**Europe**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=25)]

* *My Toyota Is Fantastic*
* *The car in front is a Toyota* (1980s–2004)
* *Today, Tomorrow, Toyota* (2004–2011)
* *Always A Better Way* (2011–present)
* *Nichts ist unmöglich* (Germany, English: "Nothing is impossible", 1985–present)[[77]](https://en.wikipedia.org/wiki/Toyota#cite_note-78)[[78]](https://en.wikipedia.org/wiki/Toyota#cite_note-79)[[79]](https://en.wikipedia.org/wiki/Toyota#cite_note-80)

**India**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=26)]

* *Every day* (1997–2001)
* *Touch The Perfection* (2001–2005)
* *Moving Forward* (2005–2008)
* *Quality Revolution* (2008–present)

**Indonesia**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=27)]

* *Choice Of Trust* (Indonesian: *Terpilih Karena Terpercaya*, 1984–1989)
* *Leads You Ahead* (1989–2001)
* *Passion* (2001–2004)
* *Because We Love You* (2004–2006)
* *Moving Forward* (2006–2015)
* *Let's Go Beyond* (2015–present)[[80]](https://en.wikipedia.org/wiki/Toyota#cite_note-81)
* *Start Your Impossible* (2019–present)

**Japan**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=28)]

* *ファミリーカーのトヨタ* (Roma-ji:*Famirika no Toyota*, English:Toyota Family Car, 1966–1969)
* *進歩のマーク* (Roma-ji:*Shinpo no Maku*, English:Mark of Progress, 1967–1970)
* *愛される車をめざして* (Roma-ji:*Aisareru-sha no Mezashite*, English:Toward the car be loved, 1971–1980)
* *安全はトヨタの願い* (Roma-ji:*Anzen wa Toyota no Negai*, English:Safety Wish of Toyota, 1978–1982)
* *新技術-時代はToyota* (Roma-ji:*Shingijutsu jidai wa TOYOTA*, English:The New Era of Toyota Technology, 1982–1988)
* *Fun To Drive* (1983–1990)
* *新しいトヨタが走りはじめます。* (Roma-ji:*Atarashi Toyota ga Hashiri Hajimemasu*, English:The New Toyota Will Begin Running, 1989–1990)
* *人へ。社会へ。地球へ。* (Roma-ji:*Hito e, Shakai e, Chikyuu e*, English:For People, For Society, For The Earth, 1990–1999)
* *Big Challenge* (1993–1996)
* *Sedan Innovation* (1993–1998)
* *Action Toyota* (1997–1998)
* *クルマが未来になっていく。* (Roma-ji:*Kuruma ga Mirai ni Natte iku*, English:The car is Gradually Turned to The Future, 1998–1999)
* *Drive Your Dreams.* (2000–2013)
* *Fun to Drive, Again.* (2013–2017)
* *Toyota Next One* (2014–2015)
* *The World is One* (2015–2017)
* *Start Your Impossible* (2017–present)

**Malaysia**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=29)]

* *Oh...Alangkah Puasnya* (English: *Oh...This is Satisfying*, 1984–1989)
* *Welcome to our world* (1989–2001)
* *Get The Feeling* (2001–2005)
* *Moving Forward* (2005–2016)
* *All About The Drive* (2016–present)[[81]](https://en.wikipedia.org/wiki/Toyota#cite_note-82)
* *Start Your Impossible* (2018–present)

**Philippines**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=30)]

* *You Asked For It You Got It* (Mid 70s-Early 80s) ([Delta Motors Corporation](https://en.wikipedia.org/wiki/Delta_Motors_Corporation))
* *The Will To Serve* (1989–1995)
* *I Love This Car* (1996–1999)
* *Passion* (2001–2005)
* *Moving Forward* (2005–2020)
* *Start Your Impossible* (2020–present)
* *We're Here For You* (during the [COVID-19 pandemic](https://en.wikipedia.org/wiki/COVID-19_pandemic))

**Singapore**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=31)]

* *I Love what you do for me* (1989–1997)
* *Everyday* (1997–2001)
* *Get The Feeling* (2001–2005)
* *Moving Forward* (2005–2012)
* *Always Better* (2012–present)
* *Start Your Impossible* (2018–present)

**South Africa**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=32)]

* *Everything keeps going right, Toyota* (1973–2004)
  + Afrikaans: *Alles loop reg, altyd reg* ("Everything goes right, always right")
* *Lead The Way* (2004–present)
  + Afrikaans: *Neem Leiding* ("Take the lead")

**South Korea**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=33)]

* *Smile For Tomorrow* (2009–2014)
* *You Are So Smart* (2014–2019)
* *Enjoy Your Style* (2019–Present)

**Thailand**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=34)]

* *เร้าใจทุกเส้นทาง -ยุคหน้า โตโยต้า* ("Exciting All Directions – Next Generation Toyota", 1988–1992)
* *สัมผัสแห่งคุณภาพ* ("Quality Touch", 1992–1994)
* *It's My Style* (1995–2001)
* *Passion* (2001–2003)
* *Yes We Drive* (2003–2005)[[82]](https://en.wikipedia.org/wiki/Toyota#cite_note-83)
* *Moving Forward* (2005–2012)
* *ขับเคลื่อนความสุข* ("Mobility of Happiness", 2012–present)
* *Live Alive* (2018–present)
* *Start Your Impossible* (2019–present)

**United States**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=35)]

* *You asked for it, You got it!* (1975–1979)[[83]](https://en.wikipedia.org/wiki/Toyota#cite_note-Company_history-84)
* *Oh What a feeling!* (1979–1993)[[83]](https://en.wikipedia.org/wiki/Toyota#cite_note-Company_history-84)
* *Who could ask for anything more?* (1985–1989)
* *I love what you do for me* (1989–1997)
  + Spanish: *Estás hecho para mí*
* *Everyday* (1997–2001)
  + Spanish: "Todos los días"
* *Get The Feeling* (2001–2004)
* *Moving Forward* (2004–2012)
  + Spanish: *Avanza Confiado*[[84]](https://en.wikipedia.org/wiki/Toyota#cite_note-85)
* *Let's Go Places* (2012–present)
  + Spanish: *Vayamos Juntos* (Let's go together)

**Vietnam**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=36)]

* *Tiến tới tương lai* ("Moving Forward", 2006–2016)
* *Chuyển động tiên phong* ("Leading Mobility", 2016–present)

**Sports**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=37)]

*Further information:*[*Toyota Racing Development*](https://en.wikipedia.org/wiki/Toyota_Racing_Development)*,*[*Toyota in motorsports*](https://en.wikipedia.org/wiki/Toyota_in_motorsports)*, and*[*Toyota Motorsport GmbH*](https://en.wikipedia.org/wiki/Toyota_Motorsport_GmbH)

Toyota sponsored, and still sponsors several teams and has purchased naming rights for several venues, and even competitions, including:

* [Toyota Alvark Tokyo](https://en.wikipedia.org/wiki/Toyota_Alvark_Tokyo), basketball team
* [Toyota Cup](https://en.wikipedia.org/wiki/Intercontinental_Cup_(football))
* [Toyota Center](https://en.wikipedia.org/wiki/Toyota_Center), Houston, Texas
* [Toyota Center](https://en.wikipedia.org/wiki/Toyota_Center_(Kennewick)), Kennewick, Washington
* [Toyota Field](https://en.wikipedia.org/wiki/Toyota_Field), San Antonio, Texas
* [Toyota Park](https://en.wikipedia.org/wiki/Toyota_Park), Bridgeview, Illinois
* [Toyota Sports Center](https://en.wikipedia.org/wiki/Toyota_Sports_Center), El Segundo, California
* [Toyota Stadium](https://en.wikipedia.org/wiki/Toyota_Stadium_(Georgetown,_Kentucky)), Georgetown, Kentucky
* [Toyota Stadium](https://en.wikipedia.org/wiki/Toyota_Stadium_(Texas)), Frisco, Texas

As of 2017, Toyota is an official sponsor of [Cricket Australia](https://en.wikipedia.org/wiki/Cricket_Australia),[[85]](https://en.wikipedia.org/wiki/Toyota#cite_note-86) the [England and Wales Cricket Board](https://en.wikipedia.org/wiki/England_and_Wales_Cricket_Board)[[86]](https://en.wikipedia.org/wiki/Toyota#cite_note-87) and the [AFL](https://en.wikipedia.org/wiki/Australian_Football_League).[[87]](https://en.wikipedia.org/wiki/Toyota#cite_note-88) In March 2015, Toyota became a sponsor partner for the [Olympic Games](https://en.wikipedia.org/wiki/Olympic_Games), in the form of supplying vehicles and communications between vehicles until 2024.[[88]](https://en.wikipedia.org/wiki/Toyota#cite_note-89)

Company strategy[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=38)]

*Main article:*[*The Toyota Way*](https://en.wikipedia.org/wiki/The_Toyota_Way)

Toyota's management philosophy has evolved from the company's origins and has been reflected in the terms "[Lean Manufacturing](https://en.wikipedia.org/wiki/Lean_Manufacturing)" and [Just In Time Production](https://en.wikipedia.org/wiki/Just_In_Time_(business)), which it was instrumental in developing.[[89]](https://en.wikipedia.org/wiki/Toyota#cite_note-90) Toyota's managerial values and business methods are known collectively as the Toyota Way. Many businesses worldwide have adopted a similar approach to manufacturing.

In April 2001, Toyota adopted the "Toyota Way 2001", an expression of values and conduct guidelines that all Toyota employees should embrace. Under the two headings of **Respect for People** and **Continuous Improvement**, Toyota summarizes its values and conduct guidelines with these **five principles**:[[90]](https://en.wikipedia.org/wiki/Toyota#cite_note-ReferenceA-91)

* Challenge
* [*Kaizen*](https://en.wikipedia.org/wiki/Kaizen) (improvement)
* *Genchi genbutsu* (go and see)
* [Respect](https://en.wikipedia.org/wiki/Respect)
* [Teamwork](https://en.wikipedia.org/wiki/Teamwork)

According to external observers, the Toyota Way has four components:[[91]](https://en.wikipedia.org/wiki/Toyota#cite_note-The_Toyota_Way-92)

1. Long-term thinking as a basis for management decisions
2. A process for problem-solving
3. Adding value to the organization by developing its people
4. Recognizing that continuously solving root problems drives organizational learning

The Toyota Way incorporates the [Toyota Production System](https://en.wikipedia.org/wiki/Toyota_Production_System).

**Operations**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=39)]

*Main article:*[*Toyota Production System*](https://en.wikipedia.org/wiki/Toyota_Production_System)

[](https://en.wikipedia.org/wiki/File:Toyota_Plant_Ohira_Sendai.jpg)

New Toyota factory in [Ohira](https://en.wikipedia.org/wiki/%C5%8Chira,_Miyagi), near Sendai, Miyagi Prefecture, Japan: A month after this picture was taken, the region was devastated by the March 11 earthquake and tsunami. The plant was only lightly damaged, but remained closed more than a month, mainly due to lack of supplies and energy, in addition to a badly damaged Sendai port.

Toyota has long been recognized as an industry leader in manufacturing and production. The result is the development of the [Toyota Production System](https://en.wikipedia.org/wiki/Toyota_Production_System).[[92]](https://en.wikipedia.org/wiki/Toyota#cite_note-93) Three stories of its origin have been found, one that they studied [Piggly-Wiggly's](https://en.wikipedia.org/wiki/Piggly-Wiggly) [just-in-time](https://en.wikipedia.org/wiki/Just-in-time_(business)) distribution system,[[93]](https://en.wikipedia.org/wiki/Toyota#cite_note-94) one that they followed the writings of [W. Edwards Deming](https://en.wikipedia.org/wiki/W._Edwards_Deming),[[94]](https://en.wikipedia.org/wiki/Toyota#cite_note-95) and one that they were given the principles from a WWII US government training program ([Training Within Industry](https://en.wikipedia.org/wiki/Training_Within_Industry)).[[95]](https://en.wikipedia.org/wiki/Toyota#cite_note-96)

As described by external observers of Toyota, the principles of the Toyota Way are:[[91]](https://en.wikipedia.org/wiki/Toyota#cite_note-The_Toyota_Way-92)

1. Base your management decisions on a long-term philosophy, even at the expense of short-term goals
2. Create continuous process flow to bring problems to the surface
3. Use "pull" systems to avoid overproduction
4. Level out the workload
5. Build a culture of stopping to fix problems, to get quality right the first time
6. Standardized tasks are the foundation for continuous improvement and employee empowerment
7. Use visual control so no problems are hidden
8. Use only reliable, thoroughly tested technology that serves your people and processes
9. Grow leaders who thoroughly understand the work, live the philosophy, and teach it to others
10. Develop exceptional people and teams who follow your company's philosophy
11. Respect your extended network of partners and suppliers by challenging them and helping them improve
12. Go and see for yourself to thoroughly understand the situation (genchi genbutsu)
13. Make decisions slowly by consensus, thoroughly considering all options; implement decisions rapidly
14. Become a learning organization through relentless reflection and continuous improvement (kaizen)

[](https://en.wikipedia.org/wiki/File:Toyota_Group_Pavilion.jpg)

Toyota Pavilion at the Expo in Aichi

Toyota has grown from its origins in Japan during the 1930s to become a large multinational corporation. It displaced GM and became the world's largest automobile maker for the year 2008. It held the title of the most profitable automobile maker (US$11 billion in 2006) along with increasing sales in, among other countries, the United States. The world headquarters of Toyota is located in its home country in [Toyota City](https://en.wikipedia.org/wiki/Toyota,_Aichi), Japan. Its subsidiary, [Toyota Financial Services](https://en.wikipedia.org/wiki/Toyota_Financial_Services) sells financing and participates in other lines of business. Toyota brands include [Scion](https://en.wikipedia.org/wiki/Scion_(car)) and [Lexus](https://en.wikipedia.org/wiki/Lexus) and the corporation is part of the [Toyota Group](https://en.wikipedia.org/wiki/Toyota_Group). Toyota also owns 51% of [Daihatsu](https://en.wikipedia.org/wiki/Daihatsu), and 16.7% of [Fuji Heavy Industries](https://en.wikipedia.org/wiki/Fuji_Heavy_Industries), which manufactures [Subaru](https://en.wikipedia.org/wiki/Subaru) vehicles. They also acquired 5.9% of [Isuzu Motors Ltd.](https://en.wikipedia.org/wiki/Isuzu) on November 7, 2006, and will be introducing Isuzu diesel technology into their products.

Toyota has introduced new technologies, including one of the first mass-produced [hybrid](https://en.wikipedia.org/wiki/Hybrid_electric_vehicle) gasoline-electric vehicles, the Prius, of which it has sold 2 million globally as of 2010,[[96]](https://en.wikipedia.org/wiki/Toyota#cite_note-97) [Advanced Parking Guidance System](https://en.wikipedia.org/wiki/Advanced_Parking_Guidance_System) (automatic parking), a four-speed electronically controlled automatic with buttons for power and economy shifting, and an eight-speed automatic transmission. Toyota, and Toyota-produced [Lexus](https://en.wikipedia.org/wiki/Lexus) and [Scion](https://en.wikipedia.org/wiki/Scion_(car)) automobiles, consistently rank near the top in certain [quality](https://en.wikipedia.org/wiki/Quality_(business)) and reliability surveys, primarily J.D. Power and [Consumer Reports](https://en.wikipedia.org/wiki/Consumer_Reports)[[97]](https://en.wikipedia.org/wiki/Toyota#cite_note-carquality-98) although they led in automobile recalls for the first time in 2009.[[98]](https://en.wikipedia.org/wiki/Toyota#cite_note-2009recalls-99)

In 2005, Toyota, combined with its half-owned subsidiary [Daihatsu Motor Company](https://en.wikipedia.org/wiki/Daihatsu_Motor_Company), produced 8.54 million vehicles, about 500,000 fewer than the number produced by GM that year. Toyota has a large market share in the United States, but a small market share in Europe. It also sells vehicles in Africa and is a market leader in Australia. Due to its [Daihatsu](https://en.wikipedia.org/wiki/Daihatsu) subsidiary, it has significant market shares in several fast-growing Southeast Asian countries.[[99]](https://en.wikipedia.org/wiki/Toyota#cite_note-100)

According to the 2017 [Fortune Global 500](https://en.wikipedia.org/wiki/Fortune_Global_500), Toyota is the fifth largest company in the world. Since the recession of 2001, it has gained market share in the United States. Toyota's market share struggles in Europe where its Lexus brand has 0.3% market share, compared to nearly 2% market share as the US luxury segment leader.

In the first three months of 2007, Toyota together with its half-owned subsidiary Daihatsu reported number one sales of 2.348 million units. Toyota's brand sales had risen 9.2% largely on demand for Corolla and Camry sedans. The difference in performance was largely attributed to surging demand for fuel-efficient vehicles. In November 2006, [Toyota Motor Manufacturing Texas](https://en.wikipedia.org/wiki/Toyota_Motor_Manufacturing_Texas) added a facility in [San Antonio](https://en.wikipedia.org/wiki/San_Antonio).[[100]](https://en.wikipedia.org/wiki/Toyota#cite_note-101) Toyota has experienced quality problems and was reprimanded by the government in Japan for its recall practices.[[101]](https://en.wikipedia.org/wiki/Toyota#cite_note-102) In 2007, Toyota maintained over 16% of the US market share and was listed second only to GM in terms of volume.[[102]](https://en.wikipedia.org/wiki/Toyota#cite_note-103) [Toyota Century Royal](https://en.wikipedia.org/wiki/Toyota_Century_Royal) is the [official state car](https://en.wikipedia.org/wiki/Official_state_car) of the [Japanese imperial family](https://en.wikipedia.org/wiki/Japanese_imperial_family), namely for the current [Emperor of Japan](https://en.wikipedia.org/wiki/Emperor_of_Japan).

Toyota was hit by the [global financial crisis of 2008](https://en.wikipedia.org/wiki/Financial_crisis_of_2007%E2%80%9308) as it was forced in December 2008 to forecast its first annual loss in 70 years.[[103]](https://en.wikipedia.org/wiki/Toyota#cite_note-104) In January 2009, it announced the closure of all of its Japanese plants for 11 days to reduce output and stocks of unsold vehicles.[[104]](https://en.wikipedia.org/wiki/Toyota#cite_note-105)

Akio Toyoda became the new president and CEO of the company on June 23, 2009, by replacing Katsuaki Watanabe, who became the new [vice chairman](https://en.wikipedia.org/wiki/Vice_chairman) by replacing [Katsuhiro Nakagawa](https://en.wikipedia.org/wiki/Katsuhiro_Nakagawa).[[105]](https://en.wikipedia.org/wiki/Toyota#cite_note-106)

By 2020, Toyota reclaimed its position as the largest automaker in the world, surpassing [Volkswagen](https://en.wikipedia.org/wiki/Volkswagen_Group).[[5]](https://en.wikipedia.org/wiki/Toyota#cite_note-yahoo-news-6) It sold 9.528 million vehicles globally despite a 11.3% drop in sales due to the covid pandemic.[[5]](https://en.wikipedia.org/wiki/Toyota#cite_note-yahoo-news-6) This includes subsidiaries [Daihatsu](https://en.wikipedia.org/wiki/Daihatsu) and [Hino Motors](https://en.wikipedia.org/wiki/Hino_Motors).[[5]](https://en.wikipedia.org/wiki/Toyota#cite_note-yahoo-news-6)[[6]](https://en.wikipedia.org/wiki/Toyota#cite_note-2020-sales-7)

**Technology**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=40)]

In 2018, Toyota was regarded as being behind in [smart car technology](https://en.wikipedia.org/wiki/Self-driving_car) and in need of innovation.[[106]](https://en.wikipedia.org/wiki/Toyota#cite_note-:0-107) The company invested $4 billion in a robotics and AI research institute to create safer vehicles.[[106]](https://en.wikipedia.org/wiki/Toyota#cite_note-:0-107) Alongside the robotics and AI centre, Toyota launched a $2.8 Billion dollar Self-Driving Car Company called Toyota Research Institute-Advanced Development, or TRI-AD,[[107]](https://en.wikipedia.org/wiki/Toyota#cite_note-108) with automotive supplier [Aisin Seiki](https://en.wikipedia.org/wiki/Aisin_Seiki) and [Denso](https://en.wikipedia.org/wiki/Denso).[[108]](https://en.wikipedia.org/wiki/Toyota#cite_note-109)

Toyota invested $500m in the driverless car company [Uber](https://en.wikipedia.org/wiki/Uber)[[109]](https://en.wikipedia.org/wiki/Toyota#cite_note-110) with the ambition to build the combined technology into [Toyota's Sienna](https://en.wikipedia.org/wiki/Toyota_Sienna) minivans, to be used on Uber's ride-hailing network from 2021.[[110]](https://en.wikipedia.org/wiki/Toyota#cite_note-111) In 2019 Toyota partnered with Chinese electronics e-commerce company [Cogobuy](https://en.wikipedia.org/wiki/Cogobuy) and its subsidiary IngDan ([Chinese](https://en.wikipedia.org/wiki/Simplified_Chinese_characters): 硬蛋) to build a Smart Car [Ecosystem](https://en.wikipedia.org/wiki/Digital_ecosystem) in the hopes of turning the company from manufacturing-oriented to intelligence-oriented.[[111]](https://en.wikipedia.org/wiki/Toyota#cite_note-112)

In early 2019 it was announced that Japan is planning a moon landing for 2029 and wants its astronauts to explore the lunar surface in a vehicle built by Japanese automaker Toyota.[[112]](https://en.wikipedia.org/wiki/Toyota#cite_note-113)

**Worldwide presence**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=41)]

|  |  |  |
| --- | --- | --- |
| **Top 10 Toyota vehicle sales by country, 2019**[[113]](https://en.wikipedia.org/wiki/Toyota#cite_note-:1-114) | | |
| **Rank in Toyota** | **Location** | **Vehicle sales** |
| **1** | [United States](https://en.wikipedia.org/wiki/United_States) | 2,383,348 |
| **2** | [China](https://en.wikipedia.org/wiki/China) | 1,620,698 |
| **3** | [Japan](https://en.wikipedia.org/wiki/Japan) | 1,610,169 |
| **4** | [GCC](https://en.wikipedia.org/wiki/Cooperation_Council_for_the_Arab_States_of_the_Gulf) | 368,433 |
| **5** | [Thailand](https://en.wikipedia.org/wiki/Thailand) | 332,380 |
| **6** | [Indonesia](https://en.wikipedia.org/wiki/Indonesia) | 332,354 |
| **7** | [Canada](https://en.wikipedia.org/wiki/Canada) | 237,091 |
| **8** | [Brazil](https://en.wikipedia.org/wiki/Brazil) | 217,430 |
| **9** | [Australia](https://en.wikipedia.org/wiki/Australia) | 215,378 |
| **10** | [Philippines](https://en.wikipedia.org/wiki/Philippines) | 162,011 |

|  |  |  |
| --- | --- | --- |
| **Top 10 Toyota vehicle production by country, 2019**[[113]](https://en.wikipedia.org/wiki/Toyota#cite_note-:1-114) | | |
| **Rank in Toyota** | **Location** | **Vehicle production** |
| **1** | [Japan](https://en.wikipedia.org/wiki/Japan) | 3,415,864 |
| **2** | [China](https://en.wikipedia.org/wiki/China) | 1,404,305 |
| **3** | [United States](https://en.wikipedia.org/wiki/United_States) | 1,194,824 |
| **4** | [Thailand](https://en.wikipedia.org/wiki/Thailand) | 570,852 |
| **5** | [Canada](https://en.wikipedia.org/wiki/Canada) | 467,998 |
| **6** | [Turkey](https://en.wikipedia.org/wiki/Turkey) | 251,949 |
| **7** | [France](https://en.wikipedia.org/wiki/France) | 224,073 |
| **8** | [Mexico](https://en.wikipedia.org/wiki/Mexico) | 192,983 |
| **9** | [Brazil](https://en.wikipedia.org/wiki/Brazil) | 187,866 |
| **10** | [Indonesia](https://en.wikipedia.org/wiki/Indonesia) | 172,314 |

[](https://en.wikipedia.org/wiki/File:2018_Toyota_Camry_(ASV70R)_Ascent_sedan_(2018-08-27)_01.jpg)

The [Toyota Camry](https://en.wikipedia.org/wiki/Toyota_Camry) is assembled in several facilities around the world including Australia, China, Taiwan, Japan, Malaysia, the Philippines, Russia, Thailand, India, Vietnam, and the United States

Toyota [has factories](https://en.wikipedia.org/wiki/List_of_Toyota_manufacturing_facilities) in most parts of the world, manufacturing or assembling vehicles for local markets in Japan, Australia (until 2017), Bangladesh, India, Sri Lanka, Canada, Indonesia, Poland, South Africa, Turkey, Colombia, the United Kingdom, the United States, France, Brazil, Portugal, and more recently, Argentina, Czech Republic, Mexico (Tijuana), Malaysia, Thailand, Pakistan, Egypt, China, Vietnam, Venezuela, the Philippines, and Russia.

Toyota's net revenue by geographical regions for the year ended March 31, 2007:[[114]](https://en.wikipedia.org/wiki/Toyota#cite_note-115)

|  |  |
| --- | --- |
| **Geographic region** | **Total sales (Yen in millions)** |
| **Japan** | 8,152,884 |
| **North America** | 8,771,495 |
| **Europe** | 3,346,013 |
| **Asia** | 1,969,957 |
| **Others** | 1,707,742 |

[](https://en.wikipedia.org/wiki/File:2017_Toyota_Kijang_Innova_2.4_V_wagon_(GUN142R;_01-12-2019),_South_Tangerang.jpg)

The [Toyota Innova](https://en.wikipedia.org/wiki/Toyota_Innova) is one of the vehicles designed as part of the IIMV project.

In 2002, Toyota initiated the [Innovative International Multi-purpose Vehicle project (IIMV)](https://en.wikipedia.org/wiki/Toyota_IMV_platform) to optimize global manufacturing and supply systems for pickup trucks and multipurpose vehicles and to satisfy market demand in more than 140 countries worldwide. IIMV called for diesel engines to be made in Thailand, gasoline engines in Indonesia, and manual transmissions in India and the Philippines, for supply to the countries charged with vehicle production. For vehicle assembly, Toyota would use plants in Thailand, Indonesia, Argentina, and South Africa. These four main IIMV production and export bases supply Asia, Europe, Africa, Oceania, Latin America, and the Middle East with three vehicles: The [Toyota Hilux (Vigo)](https://en.wikipedia.org/wiki/Toyota_Hilux), the [Fortuner](https://en.wikipedia.org/wiki/Toyota_Fortuner), and the [Toyota Innova](https://en.wikipedia.org/wiki/Toyota_Innova).[[115]](https://en.wikipedia.org/wiki/Toyota#cite_note-IMV-116)

**North America**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=42)]

*Main article:*[*Toyota Motor Engineering & Manufacturing North America*](https://en.wikipedia.org/wiki/Toyota_Motor_Engineering_%26_Manufacturing_North_America)

[](https://en.wikipedia.org/wiki/File:Toyota_Technical_Center_Ann_Arbor_Twp.JPG)

Toyota Technical Center, [Ann Arbor Charter Township, Michigan](https://en.wikipedia.org/wiki/Ann_Arbor_Charter_Township,_Michigan)

[Toyota Motor North America](https://en.wikipedia.org/wiki/Toyota_Motor_North_America) headquarters is located in [Plano, Texas](https://en.wikipedia.org/wiki/Plano,_Texas), and operates as a [holding company](https://en.wikipedia.org/wiki/Holding_company) in North America. Its production engineering and manufacturing headquarters is located in [Georgetown, Kentucky](https://en.wikipedia.org/wiki/Georgetown,_Kentucky).

[Toyota Canada Inc.](https://en.wikipedia.org/wiki/Toyota_Canada_Inc.) has been in production in Canada since 1983 with an aluminium wheel plant in [Delta, British Columbia](https://en.wikipedia.org/wiki/Delta,_British_Columbia), which currently employs a workforce of roughly 260. [Its first vehicle assembly plant](https://en.wikipedia.org/wiki/Toyota_Motor_Manufacturing_Canada), in [Cambridge, Ontario](https://en.wikipedia.org/wiki/Cambridge,_Ontario), since 1988, now produces [RAV4](https://en.wikipedia.org/wiki/Toyota_RAV4) compact SUV and [Lexus RX](https://en.wikipedia.org/wiki/Lexus_RX) luxury crossover SUV, with a workforce of 4,300 workers. Its second assembly operation in [Woodstock, Ontario](https://en.wikipedia.org/wiki/Woodstock,_Ontario), began manufacturing the [RAV4](https://en.wikipedia.org/wiki/Toyota_RAV4) late in 2008.[[116]](https://en.wikipedia.org/wiki/Toyota#cite_note-117) In 2006, Toyota's subsidiary [Hino Motors](https://en.wikipedia.org/wiki/Hino_Motors) opened a heavy duty truck plant, also in Woodstock, employing 45 people and producing 2000 trucks annually.[[117]](https://en.wikipedia.org/wiki/Toyota#cite_note-118)

Toyota has a large presence in the United States with six major assembly plants in [Huntsville, Alabama](https://en.wikipedia.org/wiki/Huntsville,_Alabama), [Georgetown, Kentucky](https://en.wikipedia.org/wiki/Georgetown,_Kentucky), [Princeton, Indiana](https://en.wikipedia.org/wiki/Princeton,_Indiana), [San Antonio, Texas](https://en.wikipedia.org/wiki/San_Antonio,_Texas), [Buffalo, West Virginia](https://en.wikipedia.org/wiki/Buffalo,_West_Virginia), and [Blue Springs, Mississippi](https://en.wikipedia.org/wiki/Blue_Springs,_Mississippi). Toyota had a joint-venture operation with General Motors at [New United Motor Manufacturing Inc.](https://en.wikipedia.org/wiki/NUMMI) in [Fremont, California](https://en.wikipedia.org/wiki/Fremont,_California), which began in 1984 and ended in 2009.[[118]](https://en.wikipedia.org/wiki/Toyota#cite_note-Bloomberg20090828-119) It had a contract assembly agreement with Subaru at [Subaru of Indiana Automotive, Inc.](https://en.wikipedia.org/wiki/Subaru_of_Indiana_Automotive,_Inc.) in [Lafayette, Indiana](https://en.wikipedia.org/wiki/Lafayette,_Indiana), which started in 2006 and ended in May 2016.[[119]](https://en.wikipedia.org/wiki/Toyota#cite_note-120) In these assembly plants, the [Camry](https://en.wikipedia.org/wiki/Toyota_Camry) and the [Tundra](https://en.wikipedia.org/wiki/Toyota_Tundra) were manufactured, among others. In 2018, Toyota and Mazda announced a joint venture plant that will produce vehicles in Huntsville, Alabama starting in 2021.[[120]](https://en.wikipedia.org/wiki/Toyota#cite_note-121)

Toyota marketing, sales, and distribution in the US are conducted through a separate subsidiary, [Toyota Motor Sales, U.S.A., Inc.](https://en.wikipedia.org/wiki/Toyota_Motor_Sales,_U.S.A.,_Inc.) It has started producing larger trucks, such as the new Tundra, to go after the large truck market in the United States. Toyota is also pushing [hybrid](https://en.wikipedia.org/wiki/Hybrid_electric_vehicle) vehicles in the US such as the Prius, Camry Hybrid, Highlander Hybrid, and various Lexus products. Currently, Toyota has no plans to offer diesel motor options in its North American products, including the light-duty pickup trucks.[[121]](https://en.wikipedia.org/wiki/Toyota#cite_note-122)

**Europe**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=43)]

*Main article:*[*Toyota Motor Europe*](https://en.wikipedia.org/wiki/Toyota_Motor_Europe)

**Australia**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=44)]

*Main article:*[*Toyota Australia*](https://en.wikipedia.org/wiki/Toyota_Australia)

In 1963, Australia was one of the first countries to assemble Toyotas outside Japan. However, in February 2014, Toyota was the last of Australia's major automakers to announce the end of production in Australia. The closure of Toyota's Australian plant was completed on October 3, 2017, and had produced a total 3,451,155 vehicles. At its peak in October 2007, Toyota manufactured 15,000 cars a month.[[122]](https://en.wikipedia.org/wiki/Toyota#cite_note-123) Before Toyota, [Ford](https://en.wikipedia.org/wiki/Ford) and GM's [Holden](https://en.wikipedia.org/wiki/Holden) had announced similar moves, all citing an unfavorable currency and attendant high manufacturing costs.[[123]](https://en.wikipedia.org/wiki/Toyota#cite_note-124)

Product line[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=45)]

**Electric technology**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=46)]

**Hybrid electric vehicles**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=47)]

*Main articles:*[*Hybrid Synergy Drive*](https://en.wikipedia.org/wiki/Hybrid_Synergy_Drive)*,*[*Hybrid electric vehicle*](https://en.wikipedia.org/wiki/Hybrid_electric_vehicle)*, and*[*Toyota Prius*](https://en.wikipedia.org/wiki/Toyota_Prius)

Toyota is the world's market leader in sales of [hybrid electric vehicles](https://en.wikipedia.org/wiki/Hybrid_electric_vehicle), one of the largest companies to encourage the mass-market adoption of hybrid vehicles across the globe, and the first to commercially mass-produce and sell such vehicles, with the introduction of the [Toyota Prius](https://en.wikipedia.org/wiki/Toyota_Prius) in 1997.[[124]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC9miHEVs-125)[[125]](https://en.wikipedia.org/wiki/Toyota#cite_note-HEVleader-126) The company eventually began providing this option on its main passenger cars such as the [Camry](https://en.wikipedia.org/wiki/Toyota_Camry_Hybrid) and later with the [Lexus](https://en.wikipedia.org/wiki/Lexus) divisions, producing some hybrid luxury vehicles. It labeled such technology in Toyota cars as "**Hybrid Synergy Drive**" and in Lexus versions as "**Lexus Hybrid Drive**". Cumulative global sales of Toyota and Lexus hybrid passenger car models passed the 15 million milestone in January 2020.[[11]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC15miHEVs-12) Its [Prius family](https://en.wikipedia.org/wiki/Prius_family) is the world's top-selling hybrid [nameplate](https://en.wikipedia.org/wiki/Nameplate) with almost 4 million units sold worldwide as of January 2017.[[12]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC10miHEVs-13)

[](https://en.wikipedia.org/wiki/File:2018_Toyota_Prius_(facelift).jpg)

The [Toyota Prius](https://en.wikipedia.org/wiki/Toyota_Prius), flagship of Toyota's hybrid technology, is the world's best-selling hybrid car with almost 4 million units sold as of January 2017.[[12]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC10miHEVs-13)

As of January 2020, Toyota Motor Corporation sells 44 Toyota and Lexus hybrid passenger car models[[11]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC15miHEVs-12) and one [plug-in hybrid](https://en.wikipedia.org/wiki/Plug-in_hybrid) in over 90 countries and regions around the world, and the carmaker expects to achieve annual sales of 1.5 million units, and cumulative sales of 15 million units by 2020.[[12]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC10miHEVs-13) The [Prius](https://en.wikipedia.org/wiki/Toyota_Prius) liftback is the world's top selling hybrid gasoline-electric car and sold 3 million by June 2013,[[126]](https://en.wikipedia.org/wiki/Toyota#cite_note-Prius3mi-127) and cumulative sales since 1997 totaled 3,984,600 units at the end of January 2017.[[12]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC10miHEVs-13) The Prius liftback ranks as the top selling hybrid car in the U.S. market, and sold 1 million by April 2011.[[127]](https://en.wikipedia.org/wiki/Toyota#cite_note-US1million-128) Cumulative sales of the Prius in Japan reached the 1 million mark in August 2011.[[128]](https://en.wikipedia.org/wiki/Toyota#cite_note-JP1million-129) As of January 2017, sales of the Prius totalled over 1.8 million cars in Japan and 1.75 million cars in America.[[12]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC10miHEVs-13) Cumulative TMC hybrid sales since the Prius introduction in Europe in 2000 totalled 2.8 million units in April 2020.[[11]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC15miHEVs-12)[[129]](https://en.wikipedia.org/wiki/Toyota#cite_note-EU1mi-130)

Worldwide sales of hybrid vehicles produced by Toyota reached 1 million vehicles by May 31, 2007, and the 2 million was reached by August 2009, with hybrids sold in 50 countries.[[130]](https://en.wikipedia.org/wiki/Toyota#cite_note-KBB1009-131)[[131]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyota0909-132) The 5 million hybrid sales milestone was reached in March 2013.[[132]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC5miHEVs-133) During 2012, Toyota and Lexus hybrid models sold more than 1 million units a year for the first time, with 1.219 million units sold.[[133]](https://en.wikipedia.org/wiki/Toyota#cite_note-134) During 2013, TMC sold 1.279 million units, and the 6 million sales milestone was achieved in December 2013, just nine months after its latest million unit milestone.[[134]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC6mi-135) The 7 million sales mark was reached in September 2014, again, selling one million hybrids in nine months,[[135]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC7mi-136) and the 8 million sales milestone was achieved in July 2015, just 10 months after the previous million-unit milestone.[[136]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC8miHEVs-137) The 9 million sales mark was reached in April 2016, again, selling one million hybrids in just nine months,[[124]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC9miHEVs-125) and the 10 million milestone in January 2017, one more time nine months later.[[12]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC10miHEVs-13) The 15 million milestone was reached in January 2020. Toyota estimates that up to January 2020, its hybrids have emitted 120 million fewer tons of [carbon dioxide (CO  
2) emissions](https://en.wikipedia.org/wiki/CO2_emissions) than would have been emitted by petrol cars of the same size and performance.[[11]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC15miHEVs-12)

[](https://en.wikipedia.org/wiki/File:2018_Toyota_Prius_c_(NHP10R)_hatchback_(2018-10-29)_01.jpg)

The [Toyota Prius c](https://en.wikipedia.org/wiki/Toyota_Prius_c) is the second spin-off of the [Prius family](https://en.wikipedia.org/wiki/Prius_family), and the second most sold TMC hybrid after the Prius liftback, with almost 1.38 million units sold as of January 2017.[[12]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC10miHEVs-13)

As of April 2016, besides the four Prius liftback generations, Toyota's hybrid lineup includes the [Prius α/Prius v/Prius +](https://en.wikipedia.org/wiki/Toyota_Prius_v), [Aqua/Prius c](https://en.wikipedia.org/wiki/Toyota_Prius_c), [Camry Hybrid (1st and 2nd generation)](https://en.wikipedia.org/wiki/Toyota_Camry_hybrid), [Toyota Highlander Hybrid](https://en.wikipedia.org/wiki/Toyota_Highlander_Hybrid) (Kluger Hybrid in Japan), [Toyota Avalon Hybrid](https://en.wikipedia.org/wiki/Toyota_Avalon_Hybrid), [Toyota Auris Hybrid](https://en.wikipedia.org/wiki/Toyota_Auris_Hybrid), [Toyota Yaris Hybrid](https://en.wikipedia.org/wiki/Toyota_Yaris_Hybrid) (Europe only), and the following models sold only in Japan: [Alphard Hybrid](https://en.wikipedia.org/wiki/Alphard_Hybrid)/Vellfire Hybrid, [Estima Hybrid](https://en.wikipedia.org/wiki/Estima_Hybrid), [Toyota Sai](https://en.wikipedia.org/wiki/Toyota_Sai), [Toyota Harrier](https://en.wikipedia.org/wiki/Toyota_Harrier), [Toyota Crown Hybrid](https://en.wikipedia.org/wiki/Toyota_Crown_Hybrid), Toyota Crown Mild Hybrid, [Toyota Crown Majesta](https://en.wikipedia.org/wiki/Toyota_Crown_Majesta), [Corolla Axio](https://en.wikipedia.org/wiki/Toyota_Corolla_Axio), [Corolla Fielder](https://en.wikipedia.org/wiki/Corolla_Fielder), [Toyota Voxy/Noah/Esquire](https://en.wikipedia.org/wiki/Toyota_Noah), [Toyota Sienta](https://en.wikipedia.org/wiki/Toyota_Sienta), [Toyota Corolla Hybrid](https://en.wikipedia.org/wiki/Toyota_Corolla_Hybrid), [Toyota Levin Hybrid](https://en.wikipedia.org/wiki/Toyota_Levin_Hybrid), and [Toyota RAV4 Hybrid](https://en.wikipedia.org/wiki/Toyota_RAV4_Hybrid).[[124]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC9miHEVs-125)

Beginning in 2011, TMC introduced three new members to the [Prius family](https://en.wikipedia.org/wiki/Prius_family), the [Prius v](https://en.wikipedia.org/wiki/Prius_v) (Prius α in Japan and Prius + in Europe), the [Prius c](https://en.wikipedia.org/wiki/Prius_c) (Toyota Aqua in Japan), and the [Toyota Prius Plug-in Hybrid](https://en.wikipedia.org/wiki/Toyota_Prius_Plug-in_Hybrid), released in 2012 in Japan, the U.S., and Europe.[[137]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMCGCC102012-138) With a total of 247,230 vehicles sold during the first quarter of 2012, the Toyota Prius family became the third top selling [nameplate](https://en.wikipedia.org/wiki/Nameplate_(automotive)) in the world in terms of total global sales after the [Toyota Corolla](https://en.wikipedia.org/wiki/Toyota_Corolla) (300,800 units) and the [Ford Focus](https://en.wikipedia.org/wiki/Ford_Focus) (277,000 units).[[138]](https://en.wikipedia.org/wiki/Toyota#cite_note-139)[[139]](https://en.wikipedia.org/wiki/Toyota#cite_note-140) Until September 2012, the Prius liftback was the top selling new car in Japan for 16 months in a row, until it was surpassed by the Toyota Aqua (Prius c) in October 2012.[[140]](https://en.wikipedia.org/wiki/Toyota#cite_note-141)[[141]](https://en.wikipedia.org/wiki/Toyota#cite_note-142) With 266,567 units sold in Japan in 2012, the Aqua is considered the most successful nameplate launch in the Japanese market in the last 20 years.[[142]](https://en.wikipedia.org/wiki/Toyota#cite_note-143)

[](https://en.wikipedia.org/wiki/File:2016_Lexus_RX_450h_F_Sport_CVT_3.5.jpg)

The [Lexus RX 450h](https://en.wikipedia.org/wiki/Lexus_RX_450h) is the top selling hybrid of the Lexus brand with global sales of 363,000 units as of January 2017.[[12]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC10miHEVs-13)

The Prius c/Aqua model, with global sales of 1,380,100 units through January 2017, is TMC's second best-selling hybrid after the Prius liftback, followed the Prius α/v/+ with 671,200 units, and the two generations of the Camry Hybrid, with 614,700 units sold worldwide, all through January 2017.[[12]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC10miHEVs-13) For both Prius family variants, Japan is the top-selling market while the U.S. is the top-selling Camry market.[[12]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC10miHEVs-13) Ranking next is the Auris with 378,000 units sold, with Europe as the top market with 354,600 units sold.[[12]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC10miHEVs-13)

[Lexus](https://en.wikipedia.org/wiki/Lexus) also has their own hybrid lineup, and as of August 2015, consist of the [LS 600h/LS 600h L](https://en.wikipedia.org/wiki/Lexus_LS#UVF45/UVF46_(2007)), [GS 450h](https://en.wikipedia.org/wiki/Lexus_GS_450h), [RX 400h/RX 450h](https://en.wikipedia.org/wiki/Lexus_RX), [Lexus HS 250h](https://en.wikipedia.org/wiki/Lexus_HS), [Lexus CT 200h](https://en.wikipedia.org/wiki/Lexus_CT), [Lexus ES 300h](https://en.wikipedia.org/wiki/Lexus_ES_Hybrid), [Lexus IS 300h](https://en.wikipedia.org/wiki/Lexus_IS_300h), [Lexus NX 300h](https://en.wikipedia.org/wiki/Lexus_NX), and [Lexus RC 300h](https://en.wikipedia.org/wiki/Lexus_RC).[[136]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC8miHEVs-137) Global cumulative sales of Lexus brand hybrids reached the 500 thousand mark in November 2012.[[132]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC5miHEVs-133) The 1 million sales milestone was achieved in March 2016.[[143]](https://en.wikipedia.org/wiki/Toyota#cite_note-Lexus1mi-144) The Lexus RX 400h/RX 450h ranks as the top selling Lexus hybrid with 363,000 units delivered worldwide as of January 2017, followed by the Lexus CT 200h with 290,800 units, and the Lexus ES 300h with 143,200 units.[[12]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC10miHEVs-13)

**Plug-in hybrids**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=48)]

*Main article:*[*Toyota Prius Plug-in Hybrid*](https://en.wikipedia.org/wiki/Toyota_Prius_Plug-in_Hybrid)

[](https://en.wikipedia.org/wiki/File:Prius_phv_01.jpg)

First generation [Toyota Prius Plug-in Hybrid](https://en.wikipedia.org/wiki/Toyota_Prius_Plug-in_Hybrid)

Toyota's plug-in hybrid electric vehicle project began in 2007, with road trials of the prototype vehicle in France and the UK in 2008. Toyota made 600 Prius plug-in demonstration vehicles for lease to fleet and government customers. 230 were delivered in Japan beginning in late December 2009, 125 models released in the U.S. by early 2010, and 200 units in 18 European countries in 2010. France, the UK, and Germany had the largest fleets with 150 PHEVs.[[144]](https://en.wikipedia.org/wiki/Toyota#cite_note-Frankfurt2011-145)[[145]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaDemo2009-146)[[146]](https://en.wikipedia.org/wiki/Toyota#cite_note-NYT122009-147) Canada, China, Australia, and New Zealand also participated in the global demonstration program.[[145]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaDemo2009-146)[[147]](https://en.wikipedia.org/wiki/Toyota#cite_note-Demo-148)[[148]](https://en.wikipedia.org/wiki/Toyota#cite_note-China-149)

The production version of the [Toyota Prius Plug-in Hybrid](https://en.wikipedia.org/wiki/Toyota_Prius_Plug-in_Hybrid) was released in Japan in January 2012,[[149]](https://en.wikipedia.org/wiki/Toyota#cite_note-Japan112911-150)[[150]](https://en.wikipedia.org/wiki/Toyota#cite_note-JapanStartDate-151) followed by the United States in late February,[[151]](https://en.wikipedia.org/wiki/Toyota#cite_note-PEVsalesUS-152) and deliveries in Europe began in late June 2012.[[152]](https://en.wikipedia.org/wiki/Toyota#cite_note-PriuSales0612EU-153) As of April 2016, global sales totaled 75,400 Prius PHVs since 2012, with North America as the leading regional market with 42,700 units, followed by Japan with about 22,100 units, Europe with 10,500 units, and only about 100 units in the rest of the world.[[124]](https://en.wikipedia.org/wiki/Toyota#cite_note-TMC9miHEVs-125) The United States is the country market leader with 42,320 units delivered through April 2016.[[153]](https://en.wikipedia.org/wiki/Toyota#cite_note-PiP2015US-154)[[154]](https://en.wikipedia.org/wiki/Toyota#cite_note-Sales042016US-155) The leading European market is the Netherlands with 4,134 units registered as of 30 November 2015.[[155]](https://en.wikipedia.org/wiki/Toyota#cite_note-Nether112015-156)

During its first year in the market, a total of 27,279 Prius PHVs were sold worldwide,[[156]](https://en.wikipedia.org/wiki/Toyota#cite_note-PiPsales092014-157) allowing the plug-in version to rank as the second most sold [plug-in electric car](https://en.wikipedia.org/wiki/Plug-in_electric_car) for 2012.[[157]](https://en.wikipedia.org/wiki/Toyota#cite_note-2nd2012-158) Accounting for cumulative sales since its inception, the Prius PHV was the world's all-time third best selling plug-in electric car by December 2014.[[158]](https://en.wikipedia.org/wiki/Toyota#cite_note-Top10PEVs092014-159) Production of the first generation Prius Plug-in ended in June 2015.[[159]](https://en.wikipedia.org/wiki/Toyota#cite_note-1genEnd-160) As of May 2015, the Prius Plug-in Hybrid ranked as the world's second top selling [plug-in hybrid](https://en.wikipedia.org/wiki/Plug-in_hybrid) ever after the [Volt/Ampera family](https://en.wikipedia.org/wiki/Volt/Ampera_family).[[160]](https://en.wikipedia.org/wiki/Toyota#cite_note-25kGlobal052015-161) As of April 2016, the Prius plug-in ranking among the top selling plug-in cars fell to fifth place after the [Tesla Model S](https://en.wikipedia.org/wiki/Tesla_Model_S) and the [Mitsubishi Outlander P-HEV](https://en.wikipedia.org/wiki/Mitsubishi_Outlander_P-HEV).[[161]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outlander100K-162)

The second generation Prius plug-in hybrid, named [Toyota Prius Prime](https://en.wikipedia.org/wiki/Toyota_Prius_Prime) in the US, was unveiled at the [2016 New York International Auto Show](https://en.wikipedia.org/wiki/New_York_International_Auto_Show#2016), and was released in the U.S. in November 2016. Unlike the first generation model, it is available in all 50 states.[[162]](https://en.wikipedia.org/wiki/Toyota#cite_note-PriusPrime2-163)[[163]](https://en.wikipedia.org/wiki/Toyota#cite_note-PriusPrime3-164) Sales in Japan started on February 15, 2017.

**All-electric vehicles**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=49)]

*See also:*[*Toyota RAV4 EV*](https://en.wikipedia.org/wiki/Toyota_RAV4_EV)*and*[*Toyota iQ EV*](https://en.wikipedia.org/wiki/Toyota_iQ_EV)

The first generation [Toyota RAV4 EV](https://en.wikipedia.org/wiki/Toyota_RAV4_EV) was leased in the United States from 1997 to 2003, and at the lessees' request, many units were sold after the vehicle was discontinued.[[164]](https://en.wikipedia.org/wiki/Toyota#cite_note-Boschert06-165) A total of 1,484 were leased and/or sold in California to meet the state's [CARB](https://en.wikipedia.org/wiki/CARB) mandate for [zero-emissions vehicles](https://en.wikipedia.org/wiki/Zero-emissions_vehicle).[[165]](https://en.wikipedia.org/wiki/Toyota#cite_note-NYT0710-166)[[166]](https://en.wikipedia.org/wiki/Toyota#cite_note-167) As of mid-2012, there were almost 500 units still in use.[[167]](https://en.wikipedia.org/wiki/Toyota#cite_note-GCR0812-168)

[](https://en.wikipedia.org/wiki/File:Toyota_RAV4_EV_WAS_2012_0759.JPG)

First generation [Toyota RAV4 EV](https://en.wikipedia.org/wiki/Toyota_RAV4_EV)

[](https://en.wikipedia.org/wiki/File:Toyota_RAV4_EV_with_badge_WAS_2012_0791_copy.jpg)

Second generation [Toyota RAV4 EV](https://en.wikipedia.org/wiki/Toyota_RAV4_EV)

In May 2010, Toyota launched a collaboration with [Tesla Motors](https://en.wikipedia.org/wiki/Tesla_Motors) to create [electric vehicles](https://en.wikipedia.org/wiki/Electric_vehicle). Toyota agreed to purchase US$50 million of Tesla common stock subsequent to the closing of Tesla's planned initial public offering.[[168]](https://en.wikipedia.org/wiki/Toyota#cite_note-169) Toyota, with the assistance of Tesla, built 35 converted RAV4s (Phase Zero vehicles) for a demonstration and evaluation program that ran through 2011. The lithium metal-oxide battery and other power train components were supplied by Tesla Motors.[[169]](https://en.wikipedia.org/wiki/Toyota#cite_note-170)[[170]](https://en.wikipedia.org/wiki/Toyota#cite_note-171) Four years later, Toyota, along with [Daimler](https://en.wikipedia.org/wiki/Daimler_AG), began to unwind its position in Tesla.[[171]](https://en.wikipedia.org/wiki/Toyota#cite_note-172) Toyota and Daimler made more than $1 bln from the investment.[[172]](https://en.wikipedia.org/wiki/Toyota#cite_note-173)

The [Toyota RAV4 EV Concept](https://en.wikipedia.org/wiki/Toyota_RAV4_EV_Concept) was released in September 2012.[[173]](https://en.wikipedia.org/wiki/Toyota#cite_note-MT0912-174) The RAV4 EV was assembled at Toyota's facility in [Woodstock, Ontario](https://en.wikipedia.org/wiki/Woodstock,_Ontario) along with the regular gasoline version. Tesla built the electric powertrain at its plant at [Tesla Factory](https://en.wikipedia.org/wiki/Tesla_Factory) in [Fremont, California](https://en.wikipedia.org/wiki/Fremont,_California), and then shipped them to Canada.[[174]](https://en.wikipedia.org/wiki/Toyota#cite_note-175)[[175]](https://en.wikipedia.org/wiki/Toyota#cite_note-176) The RAV4 EV was sold only in California, beginning with the [San Francisco Bay Area](https://en.wikipedia.org/wiki/San_Francisco_Bay_Area), [Los Angeles](https://en.wikipedia.org/wiki/Los_Angeles)/[Orange County](https://en.wikipedia.org/wiki/Orange_County,_California), and [San Diego](https://en.wikipedia.org/wiki/San_Diego). Production was limited to 2,600 units during a three-year period.[[176]](https://en.wikipedia.org/wiki/Toyota#cite_note-Calif12-177)[[177]](https://en.wikipedia.org/wiki/Toyota#cite_note-Calif0112-178) As of 31 December 2015, a total of 2,340 RAV4 EVs were sold in the U.S. to retail customers.[[178]](https://en.wikipedia.org/wiki/Toyota#cite_note-Sales2013US-179)[[179]](https://en.wikipedia.org/wiki/Toyota#cite_note-Sales2014US-180)[[180]](https://en.wikipedia.org/wiki/Toyota#cite_note-Sales2015US-181) Production ended in September 2014.[[181]](https://en.wikipedia.org/wiki/Toyota#cite_note-ProdEnd-182)

A prototype of the [Toyota iQ EV](https://en.wikipedia.org/wiki/Toyota_concept_vehicles,_2010-2019#iQ_EV_Prototype) (Scion iQ EV in the US) was exhibited at the [2011 Geneva Motor Show](https://en.wikipedia.org/wiki/Geneva_Motor_Show#2011). The Scion iQ EV is the successor to the [FT-EV II](https://en.wikipedia.org/wiki/Toyota_FT-EV_II) as an [electric vehicle](https://en.wikipedia.org/wiki/Electric_car) based on the Toyota iQ chassis.[[182]](https://en.wikipedia.org/wiki/Toyota#cite_note-183)[[183]](https://en.wikipedia.org/wiki/Toyota#cite_note-184) Toyota produced three generations of FT-EV concept cars, and the iQ EV is a production version of those concepts, incorporating the technological and design strengths of all three models. The exterior of the production version is based on the [FT-EV III](https://en.wikipedia.org/wiki/Toyota_FT-EV_III) concept shown at the 2011 [Tokyo Motor Show](https://en.wikipedia.org/wiki/Tokyo_Motor_Show).[[184]](https://en.wikipedia.org/wiki/Toyota#cite_note-ProdiQEV-185)

[](https://en.wikipedia.org/wiki/File:Toyota_FT-EV_III.jpg)

The [Toyota iQ/Scion iQ EV](https://en.wikipedia.org/wiki/Toyota_iQ_EV) is based on Toyota's three generations of FT-EV concept. Shown the [Toyota FT-EV III](https://en.wikipedia.org/wiki/Toyota_FT-EV_III) [concept car](https://en.wikipedia.org/wiki/Concept_car) at the 2011 [Tokyo Motor Show](https://en.wikipedia.org/wiki/Tokyo_Motor_Show).

The U.S. launch of the [Scion iQ EV](https://en.wikipedia.org/wiki/Toyota_iQ_EV) was announced for 2012,[[185]](https://en.wikipedia.org/wiki/Toyota#cite_note-186)[[186]](https://en.wikipedia.org/wiki/Toyota#cite_note-iQEV-187) and according to Toyota, for the initial roll-out the iQ EV would not be available to individual consumers, instead, the carmaker decided to focus on fleet customers and [car sharing](https://en.wikipedia.org/wiki/Car_sharing) programs.[[187]](https://en.wikipedia.org/wiki/Toyota#cite_note-188) The iQ EV was scheduled to be produced at Toyota's Takaoka Plant in [Toyota City](https://en.wikipedia.org/wiki/Toyota_City) beginning in August 2012 and the initial production was planned to be limited to 600 units, with 400 staying in Japan, 100 units destined to the U.S., and the other 100 for Europe.[[188]](https://en.wikipedia.org/wiki/Toyota#cite_note-189) In September 2012, Toyota announced that due to customers' concerns about range and charging time, the production of the Scion iQ (Toyota eQ in Japan) will be limited to about 100 units for special fleet use in Japan and the U.S. only. The iQ EV/eQ was scheduled to be released in both countries in December 2012.[[189]](https://en.wikipedia.org/wiki/Toyota#cite_note-WP0912-190)

[](https://en.wikipedia.org/wiki/File:I-road_-_Grenoble.JPG)

[Toyota i-Road](https://en.wikipedia.org/wiki/Toyota_i-Road) (concept vehicle) in [Grenoble](https://en.wikipedia.org/wiki/Grenoble)

The first 30 iQ EVs were delivered in the U.S. to the [University of California, Irvine](https://en.wikipedia.org/wiki/University_of_California,_Irvine) in March 2013 for use in its Zero Emission Vehicle-Network Enabled Transport (ZEV-NET) [carsharing](https://en.wikipedia.org/wiki/Carsharing) fleet. Since 2002, the ZEV-NET program has been serving the transport needs of the [Irvine](https://en.wikipedia.org/wiki/Irvine,_California) community with all-electric vehicles for the critical [last mile](https://en.wikipedia.org/wiki/Last_mile_(transport)#Usage_in_transport_networks) of commutes from the Irvine train station to the UC campus and local business offices.[[190]](https://en.wikipedia.org/wiki/Toyota#cite_note-UCIrvine-191)

In addition, Toyota announced that is backing away from fully electric vehicles. The company's vice chairman, Takeshi Uchiyamada, said: "*The current capabilities of electric vehicles do not meet society's needs, whether it may be the distance the cars can run, or the costs, or how it takes a long time to charge*." Toyota's emphasis would be re-focused on the hybrid concept, and 21 new hybrid gas-electric models scheduled to be on the market by 2015.[[189]](https://en.wikipedia.org/wiki/Toyota#cite_note-WP0912-190)[[191]](https://en.wikipedia.org/wiki/Toyota#cite_note-192)

Toyota's project called [Ha:mo](https://en.wikipedia.org/wiki/Toyota_Ha:mo) (Harmonious Mobility Network), is using the [Toyota i-Road](https://en.wikipedia.org/wiki/Toyota_i-Road), an all-electric vehicle which combines the potential of both cars and motorbikes.[[192]](https://en.wikipedia.org/wiki/Toyota#cite_note-193)[[193]](https://en.wikipedia.org/wiki/Toyota#cite_note-194) The project is being run in Grenoble, France; Toyota City, Japan; and also Tokyo, Japan.[[194]](https://en.wikipedia.org/wiki/Toyota#cite_note-195)

Toyota unveiled an electric 2-seater [kei car](https://en.wikipedia.org/wiki/Kei_car) in October 2019, named the [Ultra-Compact Battery-Electric Vehicle (BEV)](https://en.wikipedia.org/wiki/Toyota_Ultra-Compact_BEV). The range is estimated at 100 km (62 mi), and it has a top speed of 60 km/h (37 mph). It formally debuted at the 2019 [Tokyo Motor Show](https://en.wikipedia.org/wiki/Tokyo_Motor_Show) and was released to the market in Japan in late 2020 as the [C+pod](https://en.wikipedia.org/wiki/Toyota_C%2Bpod).[[195]](https://en.wikipedia.org/wiki/Toyota#cite_note-196)[[196]](https://en.wikipedia.org/wiki/Toyota#cite_note-197)

In April 2021, Toyota revealed the [bZ4X Concept](https://en.wikipedia.org/wiki/Toyota_bZ4X) electric crossover SUV which will be the first vehicle built on the bespoke [e-TNGA platform](https://en.wikipedia.org/wiki/Toyota_New_Global_Architecture#e-TNGA) jointly developed with Subaru when it went on sale in mid-2022.[[197]](https://en.wikipedia.org/wiki/Toyota#cite_note-198) It is also the first model of the [bZ](https://en.wikipedia.org/wiki/Toyota_bZ) ("beyond Zero") series of battery electric vehicles.[[198]](https://en.wikipedia.org/wiki/Toyota#cite_note-199)

**Hydrogen fuel-cell**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=50)]

In 2002, Toyota began a development and demonstration program to test the [Toyota FCHV](https://en.wikipedia.org/wiki/Toyota_FCHV), a [hybrid](https://en.wikipedia.org/wiki/Hybrid_vehicle) [hydrogen](https://en.wikipedia.org/wiki/Hydrogen_vehicle) [fuel cell](https://en.wikipedia.org/wiki/Fuel_cell_vehicle) vehicle based on the [Toyota Highlander](https://en.wikipedia.org/wiki/Toyota_Highlander) production [SUV](https://en.wikipedia.org/wiki/SUV). Toyota also built a FCHV bus based on the [Hino Blue Ribbon City](https://en.wikipedia.org/wiki/Hino_Blue_Ribbon_City) low-floor bus.[[199]](https://en.wikipedia.org/wiki/Toyota#cite_note-200)[[200]](https://en.wikipedia.org/wiki/Toyota#cite_note-201) Toyota has built several prototypes/concepts of the FCHV since 1997, including the [Toyota FCHV-1](https://en.wikipedia.org/wiki/Toyota_FCHV-1), [FCHV-2](https://en.wikipedia.org/wiki/Toyota_FCHV-2), [FCHV-3](https://en.wikipedia.org/wiki/Toyota_FCHV-3), [FCHV-4](https://en.wikipedia.org/wiki/Toyota_FCHV-4), and [Toyota FCHV-adv](https://en.wikipedia.org/wiki/Toyota_FCHV-adv). The [Toyota FCV-R](https://en.wikipedia.org/wiki/Toyota_FCV-R) fuel cell concept car was unveiled at the 2011 [Tokyo Motor Show](https://en.wikipedia.org/wiki/Tokyo_Motor_Show). The FCV-R sedan seats four and has a [fuel cell](https://en.wikipedia.org/wiki/Fuel_cell) stack including a 70 MPa high-pressure hydrogen tank, which can deliver a range of 435 mi (700 km) under the [Japanese JC08 test cycle](https://en.wikipedia.org/wiki/Japanese_JC08_test). Toyota said the car was planned for launch in about 2015.[[201]](https://en.wikipedia.org/wiki/Toyota#cite_note-202)

[](https://en.wikipedia.org/wiki/File:Mirai_trimmed.jpg)

The [Toyota Mirai](https://en.wikipedia.org/wiki/Toyota_Mirai) fuel-cell vehicle

In August 2012, Toyota announced its plans to start retail sales of a hydrogen fuel-cell [sedan](https://en.wikipedia.org/wiki/Sedan_(automobile)) in California in 2015. Toyota expects to become a leader in this technology.[[202]](https://en.wikipedia.org/wiki/Toyota#cite_note-203) The [prototype](https://en.wikipedia.org/wiki/Prototype) of its first hydrogen fuel cell vehicle will be exhibited at the November 2013 [Tokyo Motor Show](https://en.wikipedia.org/wiki/Tokyo_Motor_Show#2013), and in the United States at the January 2014 [Consumer Electronics Show](https://en.wikipedia.org/wiki/Consumer_Electronics_Show).[[203]](https://en.wikipedia.org/wiki/Toyota#cite_note-Forbers082013-204)

Toyota's first hydrogen fuel-cell vehicles to be sold commercially, the [Toyota Mirai](https://en.wikipedia.org/wiki/Toyota_Mirai) (Japanese for "future"), was unveiled at the November [2014 Los Angeles Auto Show](https://en.wikipedia.org/wiki/Los_Angeles_Auto_Show#2014).[[204]](https://en.wikipedia.org/wiki/Toyota#cite_note-205) In January 2015, it was announced that production of the Mirai fuel cell vehicle would increase from 700 units in 2015 to approximately 2,000 in 2016 and 3,000 in 2017.[[205]](https://en.wikipedia.org/wiki/Toyota#cite_note-206) Sales in Japan began on December 15, 2014, at a price of [¥](https://en.wikipedia.org/wiki/Japanese_yen)6,700,000 (~US$57,400). The Japanese government plans to support the commercialization of fuel-cell vehicles with a subsidy of [¥](https://en.wikipedia.org/wiki/Japanese_yen)2,000,000 (~US$19,600).[[206]](https://en.wikipedia.org/wiki/Toyota#cite_note-JapPrice-207) Retail sales in the U.S. began in August 2015 at a price of US$57,500 before any government incentives. Initially, the Mirai will only be available in California.[[207]](https://en.wikipedia.org/wiki/Toyota#cite_note-GCR112014-208)[[208]](https://en.wikipedia.org/wiki/Toyota#cite_note-HC112014-209) The market release in Europe is slated for September 2015, and initially will be available only in the UK, Germany, and Denmark, followed by other countries in 2017. Pricing in Germany starts at €60,000 (~US$75,140) plus [VAT](https://en.wikipedia.org/wiki/VAT) (€78,540).[[209]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaEU-210)

In 2015, Toyota released 5,600 patents for free use until 2020, hoping to promote global development of hydrogen fuel-cell technology.[[210]](https://en.wikipedia.org/wiki/Toyota#cite_note-211)[[211]](https://en.wikipedia.org/wiki/Toyota#cite_note-212)[[212]](https://en.wikipedia.org/wiki/Toyota#cite_note-213)[[213]](https://en.wikipedia.org/wiki/Toyota#cite_note-214)

**Cars**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=51)]

*Further information:*[*List of Toyota vehicles*](https://en.wikipedia.org/wiki/List_of_Toyota_vehicles)

As of 2009, Toyota officially lists approximately 70 different models sold under its namesake brand, including sedans, coupes, vans, trucks, hybrids, and crossovers.[[214]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyotaworld-215) Many of these models are produced as passenger sedans, which range from the subcompact [Toyota Yaris](https://en.wikipedia.org/wiki/Toyota_Yaris), compact [Corolla](https://en.wikipedia.org/wiki/Toyota_Corolla), to mid-size [Camry](https://en.wikipedia.org/wiki/Toyota_Camry) and full-size [Avalon](https://en.wikipedia.org/wiki/Toyota_Avalon).[[214]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyotaworld-215) Vans include the [Innova](https://en.wikipedia.org/wiki/Toyota_Innova), [Alphard/Vellfire](https://en.wikipedia.org/wiki/Toyota_Alphard), [Sienna](https://en.wikipedia.org/wiki/Toyota_Sienna), and others.[[214]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyotaworld-215) Several small cars, such as the [xB](https://en.wikipedia.org/wiki/Scion_xB) and [tC](https://en.wikipedia.org/wiki/Scion_tC), were sold under the [Scion](https://en.wikipedia.org/wiki/Scion_(automobile)) brand.[[214]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyotaworld-215)

**SUVs and crossovers**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=52)]

[](https://en.wikipedia.org/wiki/File:2017_Toyota_C-HR_Excel_HEV_CVT_1.8.jpg)

Toyota C-HR

[](https://en.wikipedia.org/wiki/File:2019_Toyota_RAV4_LE_2.5L_front_4.14.19.jpg)

Toyota RAV4

Toyota SUV and crossover line-up grew quickly in the late 2010s to 2020s due to the market shift to SUVs. Toyota crossovers range from the subcompact [Yaris Cross](https://en.wikipedia.org/wiki/Toyota_Yaris_Cross) and [CH-R](https://en.wikipedia.org/wiki/Toyota_C-HR), compact [Corolla Cross](https://en.wikipedia.org/wiki/Corolla_Cross) and [RAV4](https://en.wikipedia.org/wiki/Toyota_RAV4), to midsize [Harrier/Venza](https://en.wikipedia.org/wiki/Toyota_Venza) and [Kluger/Highlander](https://en.wikipedia.org/wiki/Toyota_Kluger).[[214]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyotaworld-215) Other crossovers include the Raize, Urban Cruiser. Toyota SUVs range from the midsize [Fortuner](https://en.wikipedia.org/wiki/Toyota_Fortuner) to full-size [Land Cruiser](https://en.wikipedia.org/wiki/Toyota_Land_Cruiser).[[214]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyotaworld-215) Other SUVs include the [Rush](https://en.wikipedia.org/wiki/Toyota_Rush), [Prado](https://en.wikipedia.org/wiki/Toyota_Land_Cruiser_Prado), [FJ Cruiser](https://en.wikipedia.org/wiki/Toyota_FJ_Cruiser), [4Runner](https://en.wikipedia.org/wiki/Toyota_4Runner), and [Sequoia](https://en.wikipedia.org/wiki/Toyota_Sequoia).[[214]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyotaworld-215)

**Pickup trucks**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=53)]

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|  | This section **needs additional citations for**[**verification**](https://en.wikipedia.org/wiki/Wikipedia:Verifiability). Please help [improve this article](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit) by [adding citations to reliable sources](https://en.wikipedia.org/wiki/Help:Referencing_for_beginners). Unsourced material may be challenged and removed. *Find sources:* ["Toyota"](https://www.google.com/search?as_eq=wikipedia&q=%22Toyota%22) – [news](https://www.google.com/search?tbm=nws&q=%22Toyota%22+-wikipedia) **·** [newspapers](https://www.google.com/search?&q=%22Toyota%22+site:news.google.com/newspapers&source=newspapers) **·** [books](https://www.google.com/search?tbs=bks:1&q=%22Toyota%22+-wikipedia) **·** [scholar](https://scholar.google.com/scholar?q=%22Toyota%22) **·** [JSTOR](https://www.jstor.org/action/doBasicSearch?Query=%22Toyota%22&acc=on&wc=on) *(August 2019) (*[*Learn how and when to remove this template message*](https://en.wikipedia.org/wiki/Help:Maintenance_template_removal)*)* |

[](https://en.wikipedia.org/wiki/File:2018_Toyota_Hilux_Invincible_X_D-4d_4WD_2.4_Front.jpg)

Toyota Hilux

[](https://en.wikipedia.org/wiki/File:2016_Toyota_Tacoma_TRD_Sport_Access_Cab_3.5L_front_5.14.19.jpg)

Toyota Tacoma, one of the best selling vehicles in the United States of America

Toyota first entered the [pickup truck](https://en.wikipedia.org/wiki/Pickup_truck) market in 1947 with the [SB](https://en.wikipedia.org/wiki/Toyota_SB) that was only sold in Japan and limited Asian markets. It was followed in 1954 by the [RK](https://en.wikipedia.org/wiki/Toyota_RK) (renamed in 1959 as the [Stout](https://en.wikipedia.org/wiki/Toyota_Stout)) and in 1968 by the compact [Hilux](https://en.wikipedia.org/wiki/Toyota_Hilux). With continued refinement, the Hilux (simply known as the Pickup in some markets) became famous for being extremely durable and reliable, and many of these trucks from as early as the late 1970s are still on the road today, some with over 300,000 miles. Extended- and crew-cab versions of these small haulers were eventually added, and Toyota continues to produce them today under various names depending on the market.

Riding on the success of the [compact pickups](https://en.wikipedia.org/wiki/Compact_pickup) in the US, Toyota decided to attempt to enter the traditionally domestic-dominated full-size pickup market, introducing the [T100](https://en.wikipedia.org/wiki/Toyota_T100) for the 1993 US model year, with production ending in 1998. While having a bed at the traditional full-size length of 8 feet, the suspension and engine characteristics were still similar to that of a compact pickup. It proved to be as economical and reliable as any typical Toyota pickup, but sales never became what Toyota brass had hoped for. It was criticized as being too small to appeal to the traditional American full-size pickup buyer. Another popular full-size truck essential, a V8 engine, was never available. Additionally, the truck was at first only available as a regular cab, though Toyota addressed this shortcoming and added the Xtracab version in mid-1995.

In 1999 for the 2000 model year, Toyota replaced the T100 with the larger [Tundra](https://en.wikipedia.org/wiki/Toyota_Tundra). The Tundra addressed criticisms that the T100 did not have the look and feel of a legitimate American-style full-size pickup. It also added the V8 engine that the T100 was criticized for not having. However, the Tundra still came up short in towing capacity as well as still feeling slightly carlike. These concerns were addressed with an even larger 2007 redesign. A stronger V6 and a second V8 engine among other things were added to the option list. As of early 2010, the Tundra has captured 16% of the full-size half-ton market in the US.[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] The all-new Tundra was assembled in [San Antonio, Texas](https://en.wikipedia.org/wiki/San_Antonio,_Texas), US. Toyota assembled around 150,000 Standard and Double Cabs, and only 70,000 Crew Max's in 2007. The smaller Tacoma (which traces its roots back to the original Hilux) was also produced at the company's San Antonio facility.

Outside the United States, Toyota produced the [Hilux](https://en.wikipedia.org/wiki/Toyota_Hilux) in Standard and Double Cab, gasoline and diesel engine, and 2WD and 4WD versions. The BBC's *Top Gear* TV show featured two episodes of a Hilux that was deemed "virtually indestructible".[[215]](https://en.wikipedia.org/wiki/Toyota#cite_note-216)

**Luxury-type vehicles**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=54)]

*Further information:*[*List of Lexus vehicles*](https://en.wikipedia.org/wiki/List_of_Lexus_vehicles)

[](https://en.wikipedia.org/wiki/File:2012_Toyota_Crown-Royal_01.jpg)

Toyota Crown Royal

As of 2009, the company sold nine luxury-branded models under its Lexus division, ranging from the [LS](https://en.wikipedia.org/wiki/Lexus_LS) sedan to [RX](https://en.wikipedia.org/wiki/Lexus_RX) crossover and [LX](https://en.wikipedia.org/wiki/Lexus_LX) SUV.[[214]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyotaworld-215) Luxury-type sedans produced under the Toyota brand included the [Century](https://en.wikipedia.org/wiki/Toyota_Century), [Crown](https://en.wikipedia.org/wiki/Toyota_Crown), and [Crown Majesta](https://en.wikipedia.org/wiki/Toyota_Crown_Majesta).[[214]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyotaworld-215) A limited-edition model produced for the [Emperor of Japan](https://en.wikipedia.org/wiki/Emperor_of_Japan) was the [Century Royal](https://en.wikipedia.org/wiki/Toyota_Century_Royal). Toyota-branded luxury vehicles tend to be Japan-only.

**Buses**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=55)]

[](https://en.wikipedia.org/wiki/File:070001_ToyotacoasterWJ4603,NT97A.jpg)

Toyota Coaster bus

* [Toyota Coaster](https://en.wikipedia.org/wiki/Toyota_Coaster) minibus
  + Hino Liesse II
* [Hino Liesse](https://en.wikipedia.org/wiki/Hino_Liesse) minibus

**Pleasure boats**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=56)]

In 1997, building on a previous partnership with [Yamaha Marine](https://en.wikipedia.org/wiki/Yamaha_Motor_Company), Toyota created "Toyota Marine",[[216]](https://en.wikipedia.org/wiki/Toyota#cite_note-217) building private ownership [motorboats](https://en.wikipedia.org/wiki/Motorboat), currently sold only in Japan. A small network in Japan sells the luxury craft at 54 locations, called the "Toyota Ponam" series, and in 2017, a boat was labeled under the Lexus brand name starting May 26, 2017.[[217]](https://en.wikipedia.org/wiki/Toyota#cite_note-218)

Motorsports[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=57)]

*Main article:*[*Toyota in motorsport*](https://en.wikipedia.org/wiki/Toyota_in_motorsport)

*See also:*[*Toyota Racing (Formula One team)*](https://en.wikipedia.org/wiki/Toyota_Racing_(Formula_One_team))*and*[*Toyota Gazoo Racing*](https://en.wikipedia.org/wiki/Toyota_Gazoo_Racing)

Toyota has been involved in many global motorsports series. They also represent their Lexus brand in other [sports car](https://en.wikipedia.org/wiki/Sports_car) racing categories. Toyota also makes engines and other auto parts for other Japanese motorsports including [Super Formula](https://en.wikipedia.org/wiki/Super_Formula_Championship), [Super GT](https://en.wikipedia.org/wiki/Super_GT), [Formula 3](https://en.wikipedia.org/wiki/Formula_3), and [Toyota Racing Series](https://en.wikipedia.org/wiki/Toyota_Racing_Series). Toyota also runs a driver development programme known as the Toyota Young Drivers Program, which they made for funding and educating future Japanese motorsports talent.[[218]](https://en.wikipedia.org/wiki/Toyota#cite_note-motorsports2009-219) [Toyota Gazoo Racing Europe GmbH](https://en.wikipedia.org/wiki/Toyota_Gazoo_Racing_Europe_GmbH), with headquarters in [Cologne](https://en.wikipedia.org/wiki/Cologne), Germany, has been responsible for Toyota's major motorsports development including the [FIA Formula One World Championship](https://en.wikipedia.org/wiki/FIA_Formula_One_World_Championship), the [FIA World Rally Championship](https://en.wikipedia.org/wiki/FIA_World_Rally_Championship), the [Le Mans Series](https://en.wikipedia.org/wiki/Le_Mans_Series), and most recently the [FIA World Endurance Championship](https://en.wikipedia.org/wiki/FIA_World_Endurance_Championship). Toyota enjoyed success in all these motorsports categories. In [2002](https://en.wikipedia.org/wiki/2002_Formula_One_World_Championship), [Toyota entered Formula One](https://en.wikipedia.org/wiki/Toyota_Racing_(Formula_One_team)) as a constructor of chassis and engine; however, despite having experienced drivers and a larger budget than many other teams, they failed to match their success in other categories, with five second-place finishes as their best results.[[219]](https://en.wikipedia.org/wiki/Toyota#cite_note-220) On November 4, 2009, Toyota announced they were pulling out of the sport due to the global economic situation. On the [2018 24 Hours of Le Mans](https://en.wikipedia.org/wiki/2018_24_Hours_of_Le_Mans), Toyota finally won the race with the number 8 [Toyota TS050 Hybrid](https://en.wikipedia.org/wiki/Toyota_TS050_Hybrid) driven by [Sébastien Buemi](https://en.wikipedia.org/wiki/S%C3%A9bastien_Buemi), [Kazuki Nakajima](https://en.wikipedia.org/wiki/Kazuki_Nakajima), and [Fernando Alonso](https://en.wikipedia.org/wiki/Fernando_Alonso).

Toyota's nationwide driver hunt of drivers for Etios Motor Racing Series ended up with selection of 25 drivers, who will participate in the race in 2013.[[220]](https://en.wikipedia.org/wiki/Toyota#cite_note-221)

**TRD**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=58)]

[Toyota Racing Development](https://en.wikipedia.org/wiki/Toyota_Racing_Development) (TRD) was brought about to help develop true high-performance racing parts for many Toyota vehicles. TRD has often had much success with their aftermarket tuning parts, as well as designing technology for vehicles used in different types of racing. TRD in the United States is also responsible for Toyota's involvement and development in other forms of motorsports which include [NASCAR](https://en.wikipedia.org/wiki/NASCAR), [NHRA](https://en.wikipedia.org/wiki/NHRA), [Indy Racing League](https://en.wikipedia.org/wiki/Indy_Racing_League) and [Formula Drift](https://en.wikipedia.org/wiki/Formula_Drift). TRD also made Lexus's performance division "F-Sport".

**Toyota Gazoo Racing**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=59)]

Toyota's performance brand [Toyota Gazoo Racing](https://en.wikipedia.org/wiki/Toyota_Gazoo_Racing) (Toyota GR/TGR) is used in activities including the [World Rally Championship](https://en.wikipedia.org/wiki/World_Rally_Championship) ([Toyota Gazoo Racing WRT](https://en.wikipedia.org/wiki/Toyota_Gazoo_Racing_WRT)), [World Endurance Championship](https://en.wikipedia.org/wiki/FIA_World_Endurance_Championship) ([Toyota Gazoo Racing Europe GmbH](https://en.wikipedia.org/wiki/Toyota_Gazoo_Racing_Europe_GmbH)), and [Dakar Rally](https://en.wikipedia.org/wiki/Dakar_Rally) ([Toyota Gazoo Racing South Africa](https://en.wikipedia.org/wiki/Toyota_Gazoo_Racing_SA)).

Non-automotive activities[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=60)]

**Aerospace**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=61)]

Toyota is a minority shareholder in [Mitsubishi Aircraft Corporation](https://en.wikipedia.org/wiki/Mitsubishi_Aircraft_Corporation), having invested US$67.2 million in the new venture which will produce the [Mitsubishi Regional Jet](https://en.wikipedia.org/wiki/Mitsubishi_Regional_Jet), slated for first deliveries in 2017.[[221]](https://en.wikipedia.org/wiki/Toyota#cite_note-222) Toyota has also studied participation in the [general aviation](https://en.wikipedia.org/wiki/General_aviation) market and contracted with [Scaled Composites](https://en.wikipedia.org/wiki/Scaled_Composites) to produce a [proof of concept](https://en.wikipedia.org/wiki/Proof_of_concept) aircraft, the [TAA-1](https://en.wikipedia.org/wiki/Toyota_TAA-1), in 2002.[[222]](https://en.wikipedia.org/wiki/Toyota#cite_note-223)[[223]](https://en.wikipedia.org/wiki/Toyota#cite_note-224)

**Philanthropy**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=62)]

[](https://en.wikipedia.org/wiki/File:Toyota_museum_026.JPG)

The Toyota Municipal Museum of Art in Aichi, sponsored by the manufacturer

Toyota supports a variety of philanthropic work in areas such as education, conservation, safety, and disaster relief.

Some of the organizations that Toyota has worked with in the US include the [American Red Cross](https://en.wikipedia.org/wiki/American_Red_Cross), the [Boys and Girls Club](https://en.wikipedia.org/wiki/Boys_%26_Girls_Clubs_of_America), Leaders in Environmental Action for the Future (LEAF), and the [National Center for Family Literacy](https://en.wikipedia.org/wiki/National_Center_for_Family_Literacy).[[224]](https://en.wikipedia.org/wiki/Toyota#cite_note-225)

The Toyota USA Foundation exists to support education in the areas of science, technology, engineering, and mathematics.[[225]](https://en.wikipedia.org/wiki/Toyota#cite_note-226)

In addition, Toyota works with nonprofits to improve their processes and operations such as the [Food Bank For New York City](https://en.wikipedia.org/wiki/Food_Bank_For_New_York_City).[[226]](https://en.wikipedia.org/wiki/Toyota#cite_note-227)[[227]](https://en.wikipedia.org/wiki/Toyota#cite_note-NYTimes20130726-228)

Toyota also supports a variety of work in Japan.[[228]](https://en.wikipedia.org/wiki/Toyota#cite_note-229)

The Toyota Foundation takes a global perspective providing grants in the three areas of human and natural environments, social welfare, and education and culture.[[229]](https://en.wikipedia.org/wiki/Toyota#cite_note-230)

**Higher education**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=63)]

Toyota established the [Toyota Technological Institute](https://en.wikipedia.org/wiki/Toyota_Technological_Institute) in 1981, as Sakichi Toyoda had planned to establish a university as soon as he and Toyota became successful. Toyota Technological Institute founded the [Toyota Technological Institute at Chicago](https://en.wikipedia.org/wiki/Toyota_Technological_Institute_at_Chicago) in 2003. Toyota is supporter of the Toyota Driving Expectations Program, Toyota Youth for Understanding Summer Exchange Scholarship Program, Toyota International Teacher Program, Toyota TAPESTRY, Toyota Community Scholars (scholarship for high school students), United States Hispanic Chamber of Commerce Internship Program, and Toyota Funded Scholarship.[[230]](https://en.wikipedia.org/wiki/Toyota#cite_note-toyota_education-231) It has contributed to a number of local education and scholarship programs for the [University of Kentucky](https://en.wikipedia.org/wiki/University_of_Kentucky), [Indiana](https://en.wikipedia.org/wiki/Indiana), and others.[[230]](https://en.wikipedia.org/wiki/Toyota#cite_note-toyota_education-231)

**Robotics**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=64)]

*Main article:*[*Toyota Partner Robot*](https://en.wikipedia.org/wiki/Toyota_Partner_Robot)

[](https://en.wikipedia.org/wiki/File:Toyota_Robot_at_Toyota_Kaikan.jpg)

Toyota trumpet-playing robot

In 2004, Toyota showcased its trumpet-playing robot.[[231]](https://en.wikipedia.org/wiki/Toyota#cite_note-232) Toyota has been developing multitask robots destined for [elderly care](https://en.wikipedia.org/wiki/Elderly_care), manufacturing, and entertainment. A specific example of Toyota's involvement in robotics for the elderly is the Brain Machine Interface. Designed for use with wheelchairs, it "allows a person to control an electric wheelchair accurately, almost in real-time", with his or her mind.[[232]](https://en.wikipedia.org/wiki/Toyota#cite_note-popsci.com.au-233) The thought controls allow the wheelchair to go left, right, and forward with a delay between thought and movement of just 125 milliseconds.[[232]](https://en.wikipedia.org/wiki/Toyota#cite_note-popsci.com.au-233) Toyota also played a part in the development of [Kirobo](https://en.wikipedia.org/wiki/Kirobo), a '[robotic](https://en.wikipedia.org/wiki/Robot) [astronaut](https://en.wikipedia.org/wiki/Astronaut)'.

In 2017, the company introduced T-HR3, a humanoid robot with the ability to be remotely controlled. The robot can copy the motions of a connected person. The 2017 version used wires for the connection but the 2018 version used 5G from a distance up to 10 km.[[233]](https://en.wikipedia.org/wiki/Toyota#cite_note-234)[[234]](https://en.wikipedia.org/wiki/Toyota#cite_note-235)

**Agricultural biotechnology**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=65)]

Toyota invests in several small start-up businesses and partnerships in [biotechnology](https://en.wikipedia.org/wiki/Biotechnology), including:

* P.T. Toyota Bio Indonesia in [Lampung](https://en.wikipedia.org/wiki/Lampung), Indonesia
* Australian Afforestation Pty. Ltd. in Western Australia and Southern Australia
* Toyota Floritech Co., Ltd. in [Rokkasho-Mura](https://en.wikipedia.org/wiki/Rokkasho,_Aomori), [Kamikita District](https://en.wikipedia.org/wiki/Kamikita_District,_Aomori), [Aomori Prefecture](https://en.wikipedia.org/wiki/Aomori_Prefecture)
* Sichuan Toyota Nitan Development Co., Ltd. in [Sichuan](https://en.wikipedia.org/wiki/Sichuan), China
* Toyota Roof Garden Corporation in [Miyoshi-Cho](https://en.wikipedia.org/wiki/Miyoshi,_Aichi), [Aichi Prefecture](https://en.wikipedia.org/wiki/Aichi_Prefecture)

**Sewing machine technology**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=66)]

Toyota developed an *oekaki*-style sewing machine called the Oekaki Renaissance, which, like others of its type, is designed to allow the user to be able to draw ideas directly onto fabric using the art of free-motion embroidery.[[235]](https://en.wikipedia.org/wiki/Toyota#cite_note-236)[[236]](https://en.wikipedia.org/wiki/Toyota#cite_note-237)

**Smart City**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=67)]

Toyota announced at [CES 2020](https://en.wikipedia.org/wiki/Consumer_Electronics_Show#2020) that it intends to build a "175-acre high tech, sensor-laden metropolis" at the foot of [Mt. Fuji](https://en.wikipedia.org/wiki/Mt._Fuji). The project is expected to break ground in 2021, and will be called "Woven City."[[237]](https://en.wikipedia.org/wiki/Toyota#cite_note-238)

Environmental record[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=68)]

Toyota implemented its fifth Environmental Action Plan in 2005. The plan contains four major themes involving the environment and the corporation's development, design, production, and sales. The five-year plan is directed at the, "arrival of a revitalized recycling and reduction based society".[[238]](https://en.wikipedia.org/wiki/Toyota#cite_note-239) Toyota had previously released its Eco-Vehicle Assessment System (Eco-VAS) which is a systematic [life cycle assessment](https://en.wikipedia.org/wiki/Life_cycle_assessment) of the effect a vehicle will have on the environment including production, usage, and disposal. The assessment includes, "... fuel efficiency, emissions and noise during vehicle use, the disposal recovery rate, the reduction of substances of environmental concern, and [CO  
2 emissions](https://en.wikipedia.org/wiki/Greenhouse_gas) throughout the life cycle of the vehicle from production to disposal."[[239]](https://en.wikipedia.org/wiki/Toyota#cite_note-240) 2008 marks the ninth year for Toyota's Environmental Activities Grant Program which has been implemented every year since 2001. Themes of the 2008 program consist of "Global Warming Countermeasures" and "Biodiversity Conservation."[[240]](https://en.wikipedia.org/wiki/Toyota#cite_note-241)

Since October 2006, Toyota's new Japanese-market vehicle models with automatic transmissions are equipped with an Eco Drive Indicator. The system takes into consideration rate of acceleration, engine and transmission efficiency, and speed. When the vehicle is operated in a fuel-efficient manner, the Eco Drive Indicator on the instrument panel lights up. Individual results vary depending on traffic issues, starting and stopping the vehicle, and total distance traveled, but the Eco Drive Indicator may improve fuel efficiency by as much as 4%.[[241]](https://en.wikipedia.org/wiki/Toyota#cite_note-242) Along with Toyota's eco-friendly objectives on production and use, the company plans to donate US$1 million and five vehicles to the Everglades National Park. The money will be used to fund environmental programs at the park. This donation is part of a program which provides US$5 million and 23 vehicles for five national parks and the National Parks Foundation.[[242]](https://en.wikipedia.org/wiki/Toyota#cite_note-243) However, new figures from the [United States National Research Council](https://en.wikipedia.org/wiki/United_States_National_Research_Council) show that the continuing hidden health costs of the auto industry to the US economy in 2005 amounted to US$56 million.[[243]](https://en.wikipedia.org/wiki/Toyota#cite_note-WorldChanging20091021-244)

The United States EPA has awarded Toyota Motor Engineering & Manufacturing North America, Inc. (TEMA) with an ENERGY STAR Sustained Excellence Award in 2007, 2008, and 2009.[[244]](https://en.wikipedia.org/wiki/Toyota#cite_note-245)[[245]](https://en.wikipedia.org/wiki/Toyota#cite_note-246)[[246]](https://en.wikipedia.org/wiki/Toyota#cite_note-247) In 2016, Toyota was recognized as the top company on the Carbon Clean 200 list of the world's largest clean energy companies.[[247]](https://en.wikipedia.org/wiki/Toyota#cite_note-248)

In 2007, Toyota's [Corporate Average Fuel Economy](https://en.wikipedia.org/wiki/Corporate_Average_Fuel_Economy) (CAFE) fleet average of 26.69 mpg‑US (8.81 L/100 km; 32.05 mpg‑imp) exceeded all other major manufacturers selling cars within the United States. Only sports-car manufacturer [Lotus Cars](https://en.wikipedia.org/wiki/Lotus_Cars), which sells the [Elise](https://en.wikipedia.org/wiki/Lotus_Elise) and [Exige](https://en.wikipedia.org/wiki/Lotus_Exige) models (both powered by Toyota's [*2ZZ-GE*](https://en.wikipedia.org/wiki/Toyota_ZZ_engine) engine), did better with an average of 30.2 mpg‑US (7.8 L/100 km; 36.3 mpg‑imp).[[248]](https://en.wikipedia.org/wiki/Toyota#cite_note-249) For the 2017 model year its CAFE for all vehicles was 32.4 mpg‑US (7.3 L/100 km; 38.9 mpg‑imp) while Honda's was 38.1 mpg‑US (6.17 L/100 km; 45.8 mpg‑imp). In fact, Toyota was the only major manufacturer selling motor vehicles in America to have worse fuel economy and tailpipe carbon dioxide emissions per mile between the 2012 and 2017 model years.[[249]](https://en.wikipedia.org/wiki/Toyota#cite_note-250)[[250]](https://en.wikipedia.org/wiki/Toyota#cite_note-251)

In October 2019, Toyota backed the Trump Administration's proposal that federal authority should override California's ability to set its own emissions standards for automobiles. The proposal would reduce California's 2025 fuel efficiency standard from about 54.5 to 37 MPG.[[251]](https://en.wikipedia.org/wiki/Toyota#cite_note-252) This shift by Toyota away from fuel efficiency damaged the company's reputation as a green brand.[[252]](https://en.wikipedia.org/wiki/Toyota#cite_note-Grandoni_2020-253)[[253]](https://en.wikipedia.org/wiki/Toyota#cite_note-The_New_York_Times_2021-254)

**Fines for environmental breaches**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=69)]

In 2003, Toyota was fined $34M for violating the [United States Clean Air Act](https://en.wikipedia.org/wiki/United_States_Clean_Air_Act).[[254]](https://en.wikipedia.org/wiki/Toyota#cite_note-fs-2010-02-11-255)

In January 2021, Toyota was fined $180M for violating U.S. emissions regulations from 2005 to 2015.[[253]](https://en.wikipedia.org/wiki/Toyota#cite_note-The_New_York_Times_2021-254)[[255]](https://en.wikipedia.org/wiki/Toyota#cite_note-wsj-2021-01-14-256)[[256]](https://en.wikipedia.org/wiki/Toyota#cite_note-dn-2021-01-14-257) At the time, this was the biggest civil penalty ever levied for violating [United States Environmental Protection Agency](https://en.wikipedia.org/wiki/United_States_Environmental_Protection_Agency) emission reporting requirements.[[253]](https://en.wikipedia.org/wiki/Toyota#cite_note-The_New_York_Times_2021-254)[[255]](https://en.wikipedia.org/wiki/Toyota#cite_note-wsj-2021-01-14-256)

Production and sales numbers[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=70)]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Calendar year** | **Total** | | **Japan** | | **United States** | **Thailand** |
| **Production** | **Sales** | **Production** | **Sales** | **Sales** | **Sales** |
| 1935 |  |  | 21 |  |  |  |
| 1936 |  |  | 1,142 |  |  |  |
| 1937 |  |  | 4,013 |  |  |  |
| 1939 |  |  | 4,615 |  |  |  |
| 1939 |  |  | 11,981 |  |  |  |
| 1940 |  |  | 14,787 |  |  |  |
| 1941 |  |  | 14,611 |  |  |  |
| 1942 |  |  | 16,302 |  |  |  |
| 1943 |  |  | 9,827 |  |  |  |
| 1944 |  |  | 12,720 |  |  |  |
| 1945 |  |  | 3,275 |  |  |  |
| 1946 |  |  | 5,821 |  |  |  |
| 1947 |  |  | 3,922 |  |  |  |
| 1948 |  |  | 6,703 |  |  |  |
| 1949 |  |  | 10,824 |  |  |  |
| 1950 |  |  | 11,706 |  |  |  |
| 1951 |  |  | 14,228 |  |  |  |
| 1952 |  |  | 42,106 |  |  |  |
| 1953 |  |  | 16,496 |  |  |  |
| 1954 |  |  | 22,713 |  |  |  |
| 1955 |  |  | 22,786 |  |  |  |
| 1956 |  |  | 46,716 |  |  |  |
| 1957 |  |  | 79,527 |  |  |  |
| 1958 |  |  | 78,856 |  |  |  |
| 1959 |  |  | 101,194 |  |  |  |
| 1960 |  |  | 154,770 |  |  |  |
| 1961 |  |  | 210,937 |  |  |  |
| 1962 |  |  | 230,350 |  |  |  |
| 1963 |  |  | 318,495 |  |  |  |
| 1964 |  |  | 425,764 |  |  |  |
| 1965 |  |  | 477,643 |  |  |  |
| 1966 |  |  | 587,539 |  |  |  |
| 1967 |  |  | 832,130 |  |  |  |
| 1968 |  |  | 1,097,405 |  |  |  |
| 1969 |  |  | 1,471,211 |  |  |  |
| 1970 |  |  | 1,609,190 |  |  |  |
| 1971 |  |  | 1,955,033 |  |  |  |
| 1972 |  |  | 2,087,133 |  |  |  |
| 1973 |  |  | 2,308,098 |  |  |  |
| 1974 |  |  | 2,114,980 |  |  |  |
| 1975 |  |  | 2,336,053 |  |  |  |
| 1976 |  |  |  | 2,487,851 |  |  |
| 1977 |  |  |  | 2,720,758 |  |  |
| 1978 |  |  | 2,929,157 |  |  |  |
| 1979 |  |  | 2,996,225 |  |  |  |
| 1980 |  |  | 3,293,344 |  | 582,204[[257]](https://en.wikipedia.org/wiki/Toyota#cite_note-argus-258) |  |
| 1981 |  |  | 3,220,418 |  | 576,491[[257]](https://en.wikipedia.org/wiki/Toyota#cite_note-argus-258) |  |
| 1982 |  |  | 3,144,557 |  |  |  |
| 1983 |  |  | 3,272,335 |  |  |  |
| 1984 |  |  | 3,429,249 |  |  |  |
| 1985 |  |  | 3,665,622 |  |  |  |
| 1986 |  |  | 3,660,167 |  |  |  |
| 1987 |  |  | 3,638,279 |  |  |  |
| 1988 |  |  | 3,956,697[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 2,120,273[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) |  |  |
| 1989 |  |  | 3,975,902[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 2,308,863[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 945,353[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] |  |
| 1990 |  |  | 4,212,373[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 2,504,291[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 1,058,005[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] |  |
| 1991 |  |  | 4,085,071[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 2,355,356[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 1,010,480[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] |  |
| 1992 |  |  | 3,931,341[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 2,228,941[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 1,023,641[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] |  |
| 1993 |  |  | 3,561,750[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 2,057,848[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 1,033,211[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] |  |
| 1994 |  |  | 3,508,456[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 2,031,064[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 1,088,073[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] |  |
| 1995 |  |  | 3,171,277[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 2,060,125[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 1,083,351[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] |  |
| 1996 |  |  | 3,410,060[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 2,135,276[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 1,159,718[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] |  |
| 1997 |  |  | 3,502,046[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 2,005,949[[258]](https://en.wikipedia.org/wiki/Toyota#cite_note-Outline1998-259) | 1,230,112[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] |  |
| 1998 | 5,210,000[[259]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaOICACY1998-260) |  |  |  | 1,361,025[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] |  |
| 1999 | 5,462,000[[260]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaOICACY1999-261) |  |  |  | 1,475,441[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] |  |
| 2000 | 5,954,723[[261]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaOICACY2000-262) |  |  |  | 1,619,206[[262]](https://en.wikipedia.org/wiki/Toyota#cite_note-263) |  |
| 2001 | 5,847,743[[263]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2001-264) |  | 4,046,637[[263]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2001-264) | 2,291,503[[263]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2001-264) | 1,741,254[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] |  |
| 2002 | 6,309,307[[264]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2002-265) |  | 4,138,873[[264]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2002-265) | 2,218,324[[264]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2002-265) | 1,756,127[[265]](https://en.wikipedia.org/wiki/Toyota#cite_note-266) |  |
| 2003 | 6,826,166[[266]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2003-267) |  | 4,244,667[[266]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2003-267) | 2,305,635[[266]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2003-267) | 1,866,313[[267]](https://en.wikipedia.org/wiki/Toyota#cite_note-268) |  |
| 2004 | 7,547,177[[268]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2004-269) |  | 4,454,212[[268]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2004-269) | 2,387,556[[268]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2004-269) | 2,060,049[[269]](https://en.wikipedia.org/wiki/Toyota#cite_note-270) |  |
| 2005 | 8,232,143[[270]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2005-271) | 7,408,000[[271]](https://en.wikipedia.org/wiki/Toyota#cite_note-272) | 4,611,076[[270]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2005-271) | 2,368,817[[270]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2005-271) | 2,260,295[[272]](https://en.wikipedia.org/wiki/Toyota#cite_note-273) |  |
| 2006 | 9,017,786[[273]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2006-274) | 7,711,000[[274]](https://en.wikipedia.org/wiki/Toyota#cite_note-275) | 5,085,600[[273]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2006-274) | 2,368,706[[273]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2006-274) | 2,542,524[[275]](https://en.wikipedia.org/wiki/Toyota#cite_note-276) |  |
| 2007 | 9,497,754[[276]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2007-277) | 8,524,000[[277]](https://en.wikipedia.org/wiki/Toyota#cite_note-278) | 5,119,631[[276]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2007-277) | 2,261,515[[276]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2007-277) | 2,620,825[[278]](https://en.wikipedia.org/wiki/Toyota#cite_note-279) |  |
| 2008 | 9,225,236[[279]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2008-280) | 8,913,000[[280]](https://en.wikipedia.org/wiki/Toyota#cite_note-281) | 4,911,861[[279]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2008-280) | 2,153,197[[279]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2008-280) | 2,217,662[[281]](https://en.wikipedia.org/wiki/Toyota#cite_note-Theautochannel.com-282) |  |
| 2009 | 8,150,542[[282]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToytaCY2009-283) | 7,570,000[[283]](https://en.wikipedia.org/wiki/Toyota#cite_note-284) | 3,543,199[[282]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToytaCY2009-283) | 1,996,174[[282]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToytaCY2009-283) | 1,770,147[[284]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToytaUSA2009-285) |  |
| 2010 | 8,557,351[[285]](https://en.wikipedia.org/wiki/Toyota#cite_note-TTAC_Top_3-286) | 8,418,000[[286]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2010sales-287) | 4,047,343[[287]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2010production-288) | 2,203,849[[287]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2010production-288) | 1,763,595[[288]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2010USA-289) |  |
| 2011 | 7,858,091[[289]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2011-290) | 7,308,000[[290]](https://en.wikipedia.org/wiki/Toyota#cite_note-291) | 3,483,464[[289]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2011-290) | 1,783,521[[289]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2011-290) | 1,644,661[[291]](https://en.wikipedia.org/wiki/Toyota#cite_note-292) |  |
| 2012 | 9,909,440[[292]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2012-293) | 9,748,000[[292]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2012-293) | 4,420,158[[292]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2012-293) | 2,411,890[[292]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2012-293) | 2,082,504[[293]](https://en.wikipedia.org/wiki/Toyota#cite_note-294) |  |
| 2013 | 10,117,274[[294]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2013-295) | 9,980,000[[294]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2013-295) | 4,290,652[[294]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2013-295) | 2,295,222[[294]](https://en.wikipedia.org/wiki/Toyota#cite_note-ToyotaCY2013-295) | 2,236,042[[295]](https://en.wikipedia.org/wiki/Toyota#cite_note-296) |  |
| 2014 | 10,285,546[[296]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2014-297) | 10,231,000[[296]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2014-297) | 4,211,492[[296]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2014-297) | 2,319,997[[296]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2014-297) | 2,373,771[[297]](https://en.wikipedia.org/wiki/Toyota#cite_note-298) |  |
| 2015 | 10,083,783[[298]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2015-299) | 10,151,000[[298]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2015-299) | 4,035,434[[298]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2015-299) | 2,169,469[[298]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2015-299) | 2,499,313[[299]](https://en.wikipedia.org/wiki/Toyota#cite_note-300) | 265,171[[300]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyota-301) |
| 2016 | 10,213,486[[301]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2016-302) | 10,175,000[[301]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2016-302) | 4,035,186[[301]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2016-302) | 2,231,202[[301]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2016-302) | 2,449,630[[302]](https://en.wikipedia.org/wiki/Toyota#cite_note-303) | 244,380[[300]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyota-301) |
| 2017 | 10,466,451[[303]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2017-304) | 10,386,000[[303]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2017-304) | 4,265,004[[303]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2017-304) | 2,331,839[[303]](https://en.wikipedia.org/wiki/Toyota#cite_note-newsroom-2017-304) | 2,434,515[[304]](https://en.wikipedia.org/wiki/Toyota#cite_note-305) | 239,533[[300]](https://en.wikipedia.org/wiki/Toyota#cite_note-Toyota-301) |
| 2018 |  |  |  |  | 2,426,673[[305]](https://en.wikipedia.org/wiki/Toyota#cite_note-US-2019-306) |  |
| 2019 |  |  |  |  | 2,383,349[[305]](https://en.wikipedia.org/wiki/Toyota#cite_note-US-2019-306) |  |
| **Calendar year** | **Production** | **Sales** | **Production** | **Sales** | **Sales** | **Sales** |
| **Total** | | **Japan** | | **United States** | **Thailand** |

Note:Japan production numbers 1937 to 1987.[[306]](https://en.wikipedia.org/wiki/Toyota#cite_note-fiftyyears-307) Global production since 1998, global and Japanese production, Japanese sales since 2001 consolidated include Daihatsu and Hino. Citations for years 2014-2016 are for total production and sales and Japan production and sales–U.S. sales figures are not included in these citations.

Labor problems[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=71)]

[**Death from overwork**](https://en.wikipedia.org/wiki/Kar%C5%8Dshi)[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=72)]

On February 9, 2002, Kenichi Uchino, aged 30 years, a quality control manager, collapsed then died at work.[[307]](https://en.wikipedia.org/wiki/Toyota#cite_note-karoshi-308)[[308]](https://en.wikipedia.org/wiki/Toyota#cite_note-309)

On January 2, 2006, an unnamed chief engineer of the [Camry Hybrid](https://en.wikipedia.org/wiki/Toyota_Camry), aged 45 years, died from [heart failure](https://en.wikipedia.org/wiki/Heart_failure) in his bed.[[307]](https://en.wikipedia.org/wiki/Toyota#cite_note-karoshi-308)

**June 2010 Chinese labour strike**[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=73)]

On June 21, 2010, a [Chinese labor strike](https://en.wikipedia.org/wiki/2010_Chinese_labour_unrest#Honda) happened in Tianjin Toyoda Gosei Co, Tianjin. Toyoda Gosei Co supplies parts to [Tianjin FAW Toyota Motor Co](https://en.wikipedia.org/wiki/Tianjin_FAW).[[309]](https://en.wikipedia.org/wiki/Toyota#cite_note-21june2010strike-310)

See also[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=74)]

* ******[***Companies portal***](https://en.wikipedia.org/wiki/Portal:Companies)
* [List of Toyota engines](https://en.wikipedia.org/wiki/List_of_Toyota_engines)
* [List of Toyota manufacturing facilities](https://en.wikipedia.org/wiki/List_of_Toyota_manufacturing_facilities)
* [List of Toyota transmissions](https://en.wikipedia.org/wiki/List_of_Toyota_transmissions)
* [List of Toyota vehicles](https://en.wikipedia.org/wiki/List_of_Toyota_vehicles)
* [Nagoya Grampus](https://en.wikipedia.org/wiki/Nagoya_Grampus), formerly the company's [football](https://en.wikipedia.org/wiki/Association_football) club and still sponsored by them
* [Toyota model codes](https://en.wikipedia.org/wiki/Toyota_model_codes)
* [Toyota Verblitz](https://en.wikipedia.org/wiki/Toyota_Verblitz), the company's [rugby](https://en.wikipedia.org/wiki/Rugby_union) team
* [Toyota War](https://en.wikipedia.org/wiki/Toyota_War), a conflict between Libya and Chad which saw a heavy use of Toyota's [pickup trucks](https://en.wikipedia.org/wiki/Pickup_trucks).

Notes[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=75)]

* 1. [**^**](https://en.wikipedia.org/wiki/Toyota#cite_ref-2) The FY (Fiscal Year) 2021 as reported by Toyota is from April 1, 2020 to March 31, 2021.

References[[edit](https://en.wikipedia.org/w/index.php?title=Toyota&action=edit&section=76)]

* 1. [**^**](https://en.wikipedia.org/wiki/Toyota#cite_ref-1) [*"Toyota Global Sales and Production Secures 90 Percent Level Year-on-Year in FY2021"*](https://global.toyota/en/company/profile/production-sales-figures/202103.html)*(Press release). Japan: Toyota Motor Corporation. April 28, 2021. Retrieved April 28, 2021.*
  2. ^ [Jump up to:***a***](https://en.wikipedia.org/wiki/Toyota#cite_ref-FY2021_3-0) [***b***](https://en.wikipedia.org/wiki/Toyota#cite_ref-FY2021_3-1) [***c***](https://en.wikipedia.org/wiki/Toyota#cite_ref-FY2021_3-2) [***d***](https://en.wikipedia.org/wiki/Toyota#cite_ref-FY2021_3-3) [***e***](https://en.wikipedia.org/wiki/Toyota#cite_ref-FY2021_3-4) [***f***](https://en.wikipedia.org/wiki/Toyota#cite_ref-FY2021_3-5) [*"Toyota Annual Report 2021"*](https://global.toyota/pages/global_toyota/ir/financial-results/2021_4q_summary_en.pdf)*(PDF). Toyota Motor Corporation. May 12, 2021.*[*Archived*](https://web.archive.org/web/20200527113819/https:/global.toyota/pages/global_toyota/ir/financial-results/2020_4q_summary_en.pdf)*(PDF) from the original on May 27, 2020. Retrieved May 12, 2021.*
  3. ^ [Jump up to:***a***](https://en.wikipedia.org/wiki/Toyota#cite_ref-20f_4-0) [***b***](https://en.wikipedia.org/wiki/Toyota#cite_ref-20f_4-1) [*"Toyota Motor Corporation – FORM 20-F"*](http://www.toyota-global.com/pages/contents/investors/ir_library/sec/pdf/20-F_201803_final.pdf)*(PDF) (Press release). US: Toyota. March 31, 2018.*[*Archived*](https://web.archive.org/web/20180709153719/http:/www.toyota-global.com/pages/contents/investors/ir_library/sec/pdf/20-F_201803_final.pdf)*(PDF) from the original on July 9, 2018. Retrieved July 8, 2018. As of March 31, 2030, Toyota Motor Corporation had 299 Japanese subsidiaries and 307 overseas subsidiaries. As of March 31, 2018, Toyota operated through 606 consolidated subsidiaries (including variable interest entities) and 199 affiliated companies, of which 57 companies were accounted for through the equity method.*
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