Rakib :

Intro Slide :

Hello everyone, our topic of presentation today is about a pioneering car manufacturer which is recognized worldwide and one of the strong forces in this game. Yes, I'm talking about Toyota, the prestigious Japanese car manufacturer. In this presentation we'll get to know more about this automotive giant.

Slide 2 :

In this Presentation, me and my group mates will cover the following sections - Introduction, How they started taking the baby steps, their Company Structure and how their factories handle errors, Current sales and achievements, their Enthusiastic Side-Activities, and lastly their future plans.

Slide 3:

Toyota, one of the world's largest and most trusted automobile manufacturers, had humble beginnings in Japan. The company was founded by **Kiichiro Toyoda** in 1937 as a division of his father's loom manufacturing business, **Toyota Industries**. Initially, Toyota focused on producing simple passenger cars, but World War II and the lack of resources made it a challenging start.

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However, a pivotal moment in Toyota's history came during the **Korean War** in the early 1950s. The U.S. military placed large orders for trucks from Toyota, allowing the company to stabilize financially and secure its place in the automotive industry. This unexpected demand was a lifeline, enabling Toyota to establish itself firmly in the market.

By the 1960s and 1970s, Toyota set its sights on the American market. However, it faced a significant challenge — gaining the trust of American customers who were loyal to domestic car brands. Toyota adopted a strategic approach by focusing on reliability and affordability. They prioritized selling proven, successful models like the **Toyota Corolla**, rather than pushing new, untested ones. This strategy helped build a reputation for quality and reliability.

The company gained immense popularity in the U.S. during the **1980s**, particularly during the **1980 oil embargo**, when fuel prices soared. Toyota's smaller, fuel-efficient cars offered an affordable alternative to the gas-guzzling vehicles popular at the time. This period marked Toyota's rise as a top contender in the global automotive market, setting the stage for its future innovations and success.

Samir/Proshanto –

Slide 6:

Toyota's success can be attributed not only to its innovative vehicles but also to its unique company structure and core philosophies. Toyota operates under a **matrix organizational structure**, combining elements of a functional and divisional setup. This structure enables Toyota to be highly efficient and adaptable. The company is divided into multiple divisions based on regions (like North America, Europe, Asia) and product lines (such as SUVs, sedans, and trucks). This approach ensures that different regional markets are catered to according to their specific needs while maintaining a cohesive global strategy. Key functions like research and development (R&D), marketing, and manufacturing work in close coordination to streamline decision-making and enhance product quality.

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A significant part of Toyota's manufacturing success comes from its emphasis on two key principles: **Jidoka** and **Kaizen**.

Jidoka, which translates to "automation with a human touch," is a principle that has guided Toyota's production system since its inception. It involves the concept of stopping the production line whenever a problem is detected, allowing immediate corrective action. This approach prevents defects from being passed down the line, ensuring high-quality output. By empowering workers to halt production if they notice an issue, Toyota emphasizes quality control at every stage, combining automated processes with human judgment.

Another cornerstone of Toyota's philosophy is **Kaizen**, meaning "change for the better" or continuous improvement. Kaizen focuses on small, incremental changes made regularly by employees at all levels to enhance productivity, reduce waste, and improve overall efficiency. At Toyota, everyone—from assembly line workers to top executives—is encouraged to suggest improvements in processes, creating a culture where innovation and quality enhancement are ongoing. This principle has become a global benchmark for manufacturing excellence and is widely adopted by companies across various industries.

Slide 8,9:

Toyota's commitment to quality and continuous improvement has translated into remarkable success. As of 2024, Toyota consistently ranks among the top three largest automobile manufacturers in the world by sales volume. The company sold approximately **11.23 million vehicles worldwide in 2023**, with popular models like the **Toyota Corolla**, **Camry**, and the

hybrid **Prius** contributing significantly to this figure. Toyota has also been a leader in hybrid technology, with its **Toyota Hybrid System** setting the standard for eco-friendly vehicles.

The philosophies mentioned before (like Jidoka and Kaizen) contributed to Toyota's **low recall rate**, particularly impressive given the volume of vehicles sold. Despite producing millions of cars annually, Toyota consistently reports one of the **lowest recall rates in the industry**, reflecting its stringent quality control measures and commitment to reliability. This focus on minimizing defects has bolstered consumer trust, especially in critical markets like the United States.

Samir/Proshanto :

Slide 10:

Toyota GR and TRD: The Performance Divisions Driving Toyota's Motorsport Legacy

Toyota's commitment to performance and motorsport excellence is embodied in two of its most renowned sub-brands: **Toyota Gazoo Racing (GR)** and **Toyota Racing Development (TRD)**. Both divisions have rich histories and have significantly contributed to Toyota's reputation for producing high-performance vehicles.

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Toyota Gazoo Racing, or **GR**, is Toyota's global motorsport brand and performance arm. The origins of GR can be traced back to Toyota's early participation in motorsports, particularly in endurance racing and rallying. However, it was officially established as a brand in **2007** under the leadership of Akio Toyoda, the former President and a driving enthusiast. The name "Gazoo" comes from a Japanese word meaning "image" or "vision," symbolizing Toyota's vision of creating ever-better cars through the rigorous testing grounds of motorsport.

Gazoo Racing has played a pivotal role in Toyota's return to major racing events, such as the **World Rally Championship (WRC)** and the **24 Hours of Le Mans**. Notably, the **Toyota GR010 Hybrid** secured multiple wins at Le Mans, showcasing Toyota's prowess in hybrid technology and endurance racing. The GR division's success on the track has translated into road cars that carry the same performance DNA, with models like the **GR Supra**, **GR Yaris**, and **GR86** becoming popular among enthusiasts. These vehicles are developed with a focus on driving pleasure, offering enhanced performance, handling, and a direct connection to Toyota's racing heritage.

Toyota Racing Development (TRD) was established much earlier, in **1954**, making it one of the oldest performance divisions in the automotive industry. TRD initially focused on improving the performance of Toyota vehicles for motorsports, enhancing engines, suspensions, and

other components to boost speed and handling. Over the decades, TRD has become synonymous with high-performance parts and accessories, offering upgrades for Toyota's standard models. This includes exhaust systems, suspension kits, and aerodynamic parts designed to enhance the driving experience.

TRD's influence is particularly notable in the U.S. market, where it has developed performance variants of popular models like the **Toyota Tacoma TRD Pro**, **4Runner TRD Pro**, and **Tundra TRD Pro**. These vehicles are tailored for off-road enthusiasts, featuring upgraded suspension systems, all-terrain tires, and enhanced durability. The TRD Pro lineup has garnered a strong following, solidifying Toyota's position in the off-road and performance truck segment.

Both GR and TRD have had a significant impact on Toyota's brand image, making it more appealing to performance enthusiasts. The GR lineup has helped re-establish Toyota as a leader in sports cars, while TRD has enhanced the company's reputation for rugged, reliable, and high-performance trucks and SUVs. Together, these divisions have expanded Toyota's customer base, attracting those seeking not just reliability but also thrilling driving experiences.

Kowshik :

Slide 13 :

Toyota's Future Plans for a Greener Earth: Leading in Electric and Hydrogen Technologies

Toyota is committed to pioneering sustainable mobility solutions, combining electric and hydrogen fuel cell technology to achieve a greener, carbon-neutral future. As the automotive industry moves towards low-emission solutions, Toyota has laid out ambitious plans for electric vehicles (EVs) and hydrogen fuel cell cars, which align with its vision to reduce global greenhouse gas emissions and lessen environmental impact.

Slide 14:

A significant part of Toyota's green strategy is its **4 trillion yen (around $35 billion)** investment to create a comprehensive lineup of **30 battery-powered electric vehicles (BEVs)** by **2030**. This investment will allow Toyota to offer a range of BEVs, from compact cars to SUVs and commercial vehicles, catering to the rising demand for zero-emission vehicles. By focusing on diverse offerings, Toyota aims to appeal to eco-conscious customers and support global carbon reduction.

In addition to BEVs, Toyota is committed to expanding its lineup of **hydrogen fuel cell vehicles (FCVs)**. Toyota believes that hydrogen fuel cells are essential for a sustainable future,

especially in sectors where pure electric power may not be feasible, such as heavy-duty trucks, buses, and industrial applications. Toyota's flagship fuel cell vehicle, the **Mirai**, launched in 2014, was one of the first mass-produced hydrogen-powered cars on the market. With zero emissions and only water as a byproduct, the Mirai represents Toyota's belief in hydrogen as a clean, scalable energy solution for long-range, high-power applications. Toyota continues to develop hydrogen infrastructure partnerships worldwide to make refueling easier and promote FCV adoption.

Toyota has set ambitious targets, aiming to **sell 3.5 million BEVs annually by 2030**, alongside expanding its hydrogen-powered fleet. While most of Toyota's current electric sales are **hybrid electric vehicles (HEVs)**, such as the iconic **Prius** and **RAV4 Hybrid**, which combine a traditional engine with a battery-operated motor for improved fuel efficiency and reduced emissions, Toyota is shifting towards BEVs and FCVs for long-term sustainability. HEVs remain a successful part of Toyota's portfolio, offering a bridge to full electrification, but Toyota recognizes the need to diversify its green technologies to meet diverse consumer needs.

Despite a strong reliance on hybrids today, **battery-only electric vehicles (BEVs)** still represent a small percentage of Toyota's sales. However, with models under the **bZ (Beyond Zero)** series and increased investment in BEVs, Toyota expects its battery electric offerings to grow significantly. Alongside BEVs, Toyota's expansion in FCVs highlights its dual strategy: promoting both battery-electric and hydrogen-powered technologies to reduce dependence on fossil fuels.

Toyota's commitment to both electric and hydrogen vehicles positions it as a leader in sustainable transportation. This multi-pronged strategy ensures Toyota is ready to meet global demand while pushing the boundaries of low-emission technology, paving the way for a carbon-neutral, eco-friendly future.

Thank you, everyone, for your time and attention today. Oh and here on the ending slide, we've added some of the subsidiaries of Toyota. Thank you