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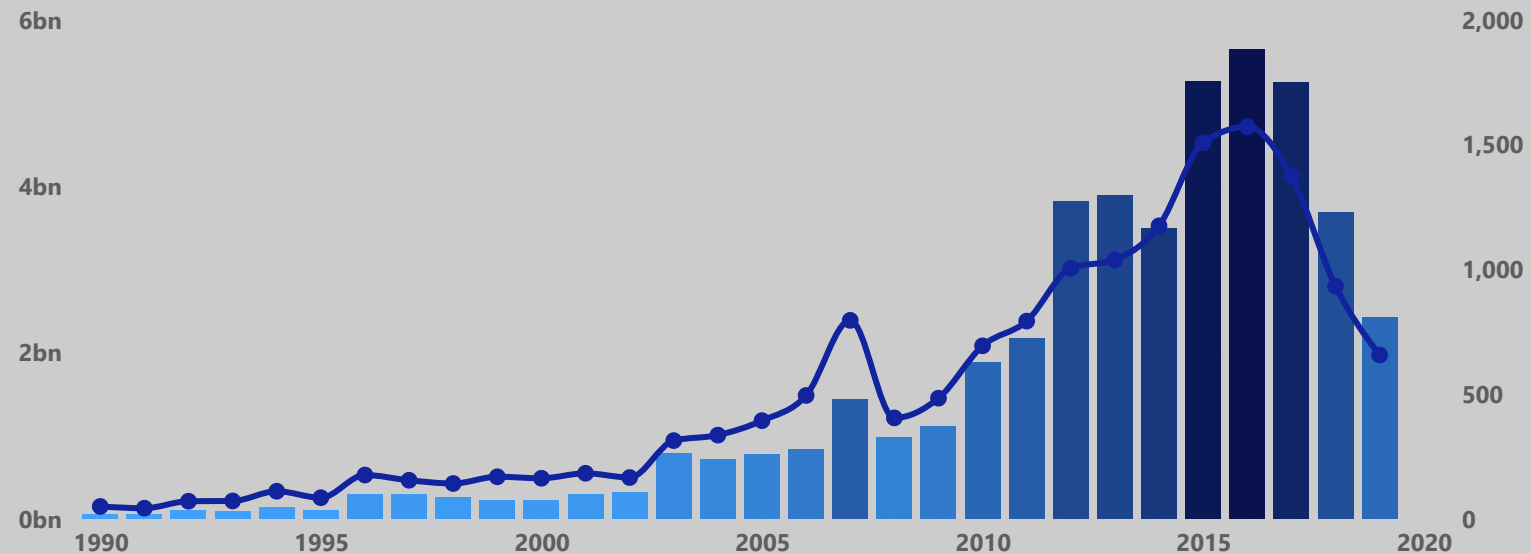
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# Toyota in Pakistan 1990-2020

## Vehicles and Revenue by Year

● Revenue ● Vehicles



Models

47

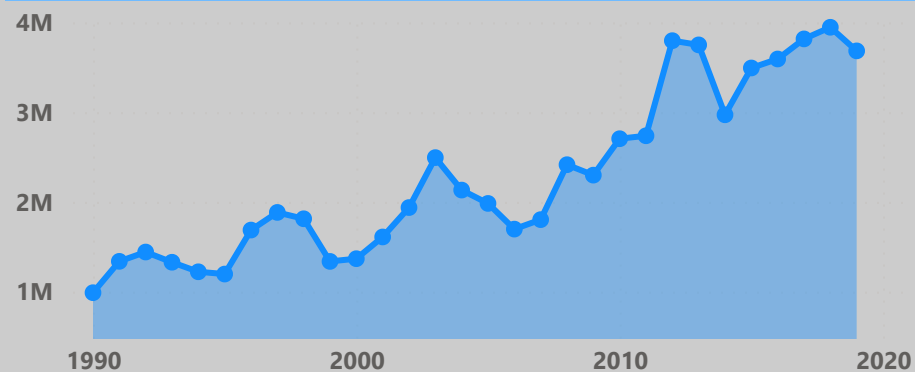
Vehicles

15,560

Revenue

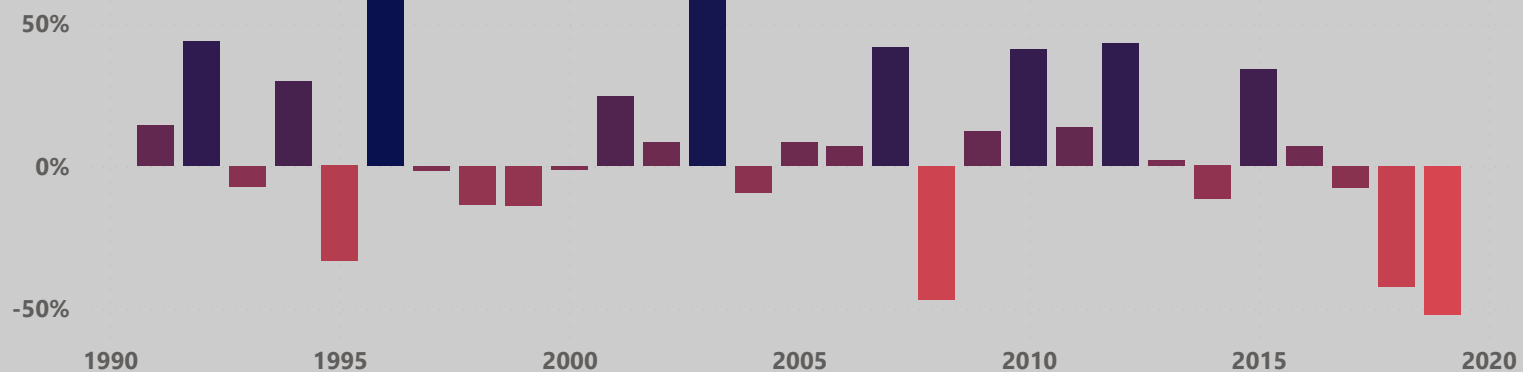
47bn

## Avg Price by Year



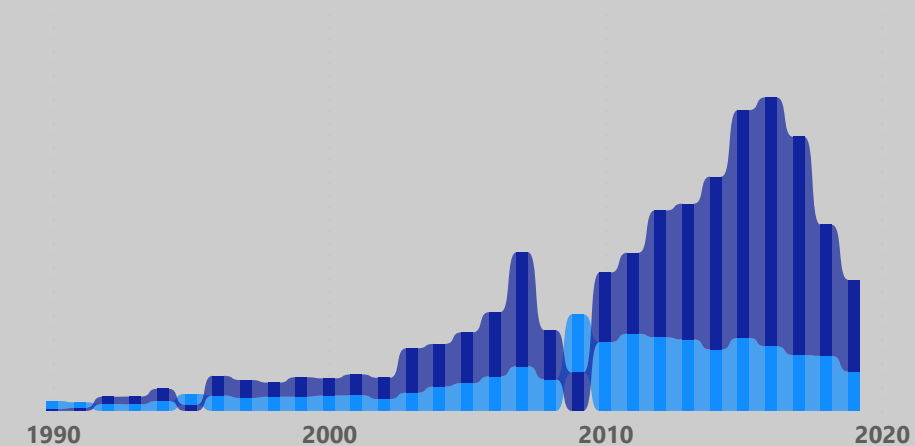
## YOY Revenue

YOY -52% 66%

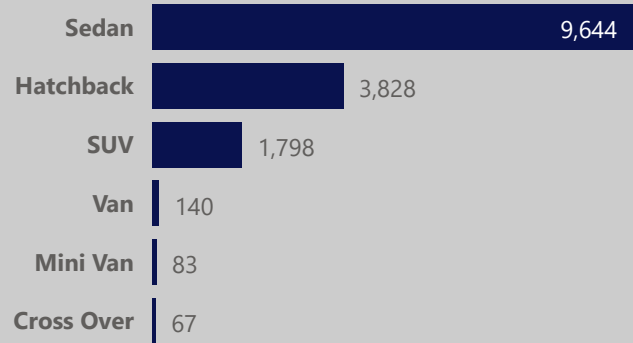


## Transmission Type over Years

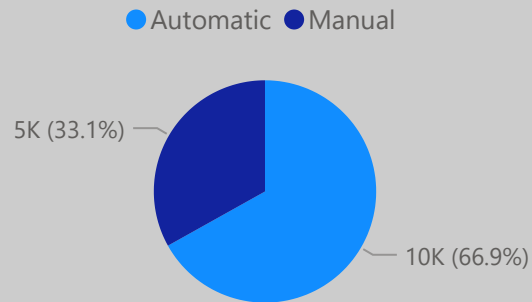
● Manual ● Automatic



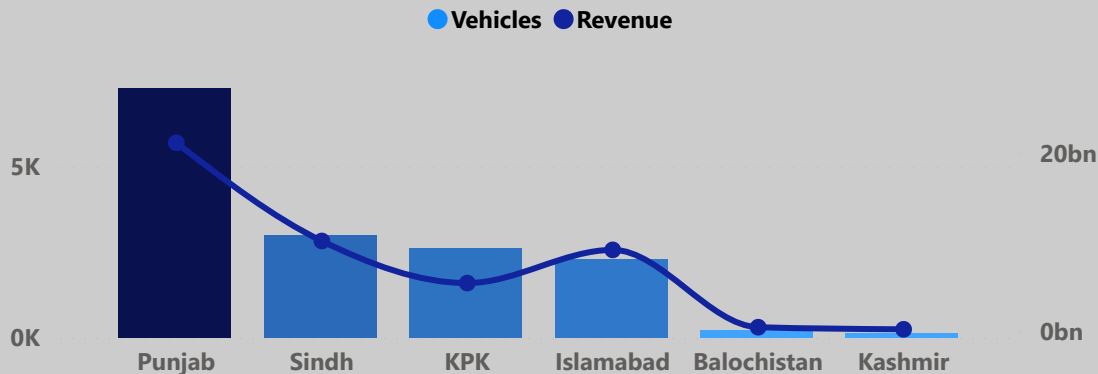
Vehicles by Body Type



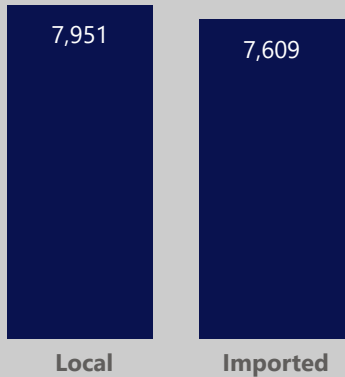
Vehicles by Transmission Type



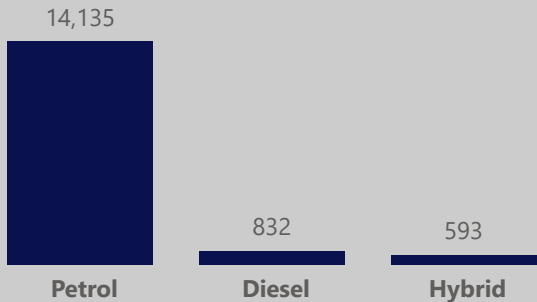
Vehicles and Revenue by Location



Vehicles by Assembly



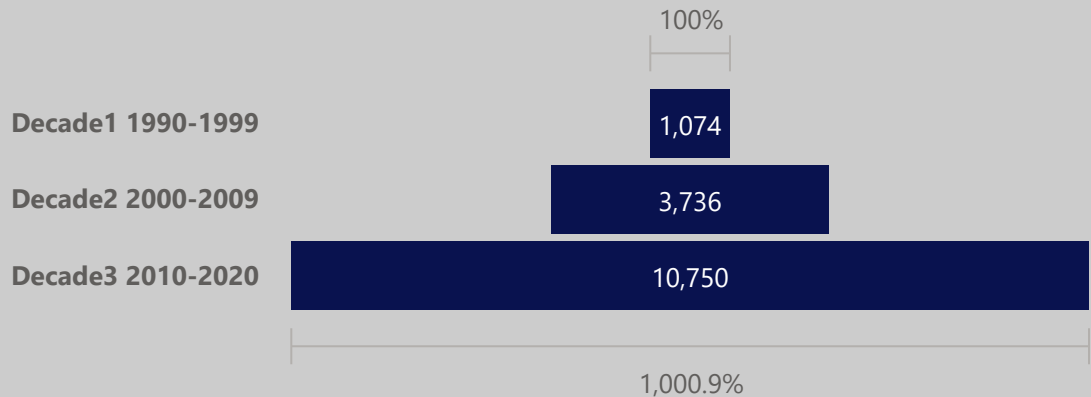
Vehicles by Engine Type



Models

Model Name	Vehicles	Avg_Price	%GT Revenue
Corolla	8,198	2,013,974	35.42%
Land	489	17,188,249	18.03%
Prado	805	8,267,918	14.28%
Vitz	1,824	1,757,502	6.88%
Aqua	1,113	2,635,332	6.29%
Prius	805	3,037,873	5.25%
Fortuner	220	7,232,295	3.41%
Passo	781	1,780,268	2.98%
Premio	211	2,511,512	1.14%
Surf	164	2,860,159	1.01%
C-HR	67	5,634,328	0.81%
Mark	107	2,468,589	0.57%
Camry	55	4,700,545	0.57%

Production Over Decades



## Observations

### Production and Revenue Trends:

- **Highest years in production and revenue: 2016, 2015, and 2017.**
- **Years with over 40% YoY growth: 1992, 1996, 2003, 2010, and 2012.**
- **Years with over -40% YoY growth: 2008, 2018, and 2019.**
- **Notable jump in production in 2007, followed by a decline until 2012.**
- **Overall production has increased by 1000% compared to the initial period.**

### Top Selling Models:

- **Corolla: Contributes 35% of total sales.**
- **Land: Contributes 18% of total sales.**
- **Prado: Contributes 15% of total sales.**

### Most Produced Models:

- **Corolla: 53% of total production**
- **Vit: 11% of total production**
- **Aqua: 8% of of total production**

### Rare Models (One Edition):

- **Alphard, Altezza, Auris, Ractis, Vanguard.**

## Observations

### High Average Price Models:

- **Land: Average price is 17 million.**
- **Rumion, Prado: Prices range from 7 million to 9 million.**

### Transmission Types:

- **Automatic transmission dominated over manual from 1992 to 2020, except for an anomaly in 2009.**

### Body Types:

- **The Cross Over body type has only one model C-HR which is totally imported and equipped with hybrid engines**
- **Sedan is the only body type that is locally manufactured in greater quantities than imported.**

### Engine Types:

- **Hybrid engines only appeared after 2000.**