

TOYOTA FACTS

ETHICS

- Toyota has been chosen by the Ethisphere Institute as one of the 2009 "World's Most Ethical Companies." (April 13, 2009)
- Toyota was named one of the world's most ethical multinational corporations in the latest Covalence Ethical Ranking. This is the 4th year the list has been issued and Toyota has made the list each year. Rankings are based on data about labor standards, waste management, product social utility and human rights policy. (Jan. 20, 2009)

RESPECT

- Toyota ranked 3rd on the "World's Most Admired" list, behind only Apple and Berkshire Hathaway. (Feb. 27, 2009)
- Toyota ranked 8th overall by professional investors on *Barron's* financial publication of the "most respected companies." In fact, Toyota was the only automaker in the top 25 firms on the list. (*Barron's*, Feb. 16, 2009)
- Toyota ranked 10th, up from 15th, the 2009 Harris Interactive Reputation Quotient list. The top 10 companies: 1) Johnson & Johnson; 2) Google; 3) Sony; 4) Coca-Cola; 5) Kraft Foods; 6) Amazon.com; 7) Microsoft; 8) General Mills; 9) 3M Company; 10) Toyota. (April 28, 2009)
- Toyota retained its status as the world's most valuable automobile brand in the Global 500 report compiled by Brand Finance plc. Toyota placed 10th on the overall list of companies from all industries. (April 2009)
- Toyota ranked 3rd in *BusinessWeek* / Boston Consulting Group's list of the World's 50 Most Innovative Companies. (May 2, 2009)
- Toyota ranked 1st among automakers on Millward Brown Optimor's list of the world's most powerful and valuable brands, based on the brand's dollar value for future expected earnings, and 14th overall. (April 29, 2009).
- Toyota ranked 8th in the 2009 *Business Week* Interbrand Best Global Brand survey, behind Coca-Cola, IBM, Microsoft, GE, Nokia, McDonald's and Google. Toyota ranked ahead of Intel and Disney. (Sept. 28, 2009)

- Toyota was named one of the world's 100 most sustainable corporations at the World Economic Forum in Davos, Switzerland, the only car company besides Honda to be so named. This is the fifth year the list has been issued and Toyota has made the list each year. (Jan. 28, 2009)

QUALITY

- 80% of Toyotas sold in the last 20 years are still on the road today. (TMS news release about New Product Leadership campaign, Sept. 21, 2009; R.L. Polk & Co. U.S. Vehicles in Operation 1989-2009 as of Jan. 1, 2009)
- Toyota has won more Total Quality Awards™ than any other automaker. (TMS news release on New Product Leadership campaign, Sept. 21, 2009; Strategic Vision's 2001-2009 New Vehicle Experience Study)
- Toyota and Lexus took the top spot in 10 out of 19 segments in the J.D. Power's Initial Quality Survey: Toyota 4Runner, Sienna, Tundra, Yaris, and Lexus RX, Lexus GS, GX, IS, LS and LX. (June 22, 2009)
- Toyota was first in five of the 10 vehicle categories in *Consumer Reports'* annual rankings, the most of any automaker: Toyota Highlander, Prius, RAV4 and Sienna, and Lexus LS 460. (April 2009)
- Toyota and Lexus won 12 awards – the most of any automaker – in IntelliChoice.com's Best Overall Values of the Year. (Feb. 12, 2009)
- Toyota's Georgetown, Ky., plant earned the J.D. Power Bronze Plant Quality Award for producing vehicles yielding the fewest defects and malfunctions. Over time, it has earned a total of 9 awards, (3 gold, 3 silver, 3 bronze) the most of any vehicle plant in North America. (June 22, 2009)

DEPENDABILITY

- Toyota is rated the highest in dependability among all automakers. (TMS news release on New Product Leadership campaign, Sept. 21, 2009, based on 2008 AutoPacific New Vehicle Satisfaction Survey.)
- Ten Toyota, Lexus and Scion vehicles topped their segments in J.D. Power's Vehicle Dependability Study. (March 19, 2009)

- “Toyota and Honda clearly dominate in reliability. They have five of the top seven brands in our ranking: Scion, Honda, Toyota, Acura, and Lexus. All of their models are average or better. Of the 48 models that get our top predicted-reliability rating, 17 are built by Toyota and seven by Honda. That’s half. If you just look at the top 10 models, seven are built by Toyota and two by Honda. (The other is a Mercedes-Benz.) And of the 16 vehicle categories for which we have predicted-reliability ratings, nine are topped by a Toyota-built vehicle and two by Hondas. Overall, that’s a pretty convincing case.” (2009 Auto Reliability Study, ConsumerReports.org, Oct. 29, 2009)

CUSTOMER SATISFACTION

- Six Toyota Motor Sales vehicles are ranked first in their segments in AutoPacific’s 2009 Vehicle Satisfaction Awards. (May 19, 2009)
- Lexus and Cadillac ranked first for auto brands in customer satisfaction in the University of Michigan’s National Quality Research Center survey with a score of 89. Toyota tied with Mercedes-Benz and Volkswagen for sixth with a score of 86. (University of Michigan news service, Aug. 18, 2009)
- Toyota has the highest owner loyalty of any automaker. Toyota ranked #1 by having the greatest percentage of households return to purchase or lease another Toyota vehicle. (R.L. Polk & Co., Jan. 13, 2010)

TECHNOLOGY

- Toyota annually spends nearly \$9 billion (more than \$1 million an hour), on research and development to develop the cars and technologies of the future. Toyota spends more on R&D than any company in the world.
- Toyota Motor Corp. is No. 1 among automakers for patent applications and awards in alternative power technology. Toyota now holds 16% of all patents and applications in the field globally, according to the Thomson Reuters Derwent World Patents Index. (Automotive News, Nov. 2, 2009)
- Through September 2009, Toyota’s cumulative global sales of hybrids topped 2 million. (Nov. 10, 2009 email from TMC Public Affairs Division)
- Toyota has more hybrids on the road than all other automakers. (TMS news release on New Product Leadership, Sept. 21, 2009. Based on R.L. Polk & Co. U.S. Vehicles in Operation as of Jan. 1, 2009.)

DIVERSITY

- Toyota was named one of *DiversityInc's* Top 50 Companies for Diversity. (March 20, 2009)
- Toyota was named one of *Black Enterprise's* top 40 Companies for Diversity. (June 23, 2009)
- Toyota Motor Sales and Toyota Financial Services each received a perfect rating for diversity and inclusion by the Human Rights Campaign. (Sept. 14, 2009)

ENVIRONMENT

- For the eighth straight year, Toyota vehicles appear in more categories than those of any other brand in the Green Book's 2009 "The Best Of" list, published by the American Council for an Energy Efficient Economy (ACEEE).
- Toyota Motor Engineering & Manufacturing North America Inc. (TEMA) was awarded the 2009 Energy Star Sustained Excellence Award by the U.S. Environmental Protection Agency for its continued leadership in protecting our environment through energy efficiency and management. (March 31, 2009) TEMA has been an Energy Star partner since 2003. Eight of TEMA's U.S. manufacturing plants earned Energy Star awards.
- Seven Toyota facilities received 2008 WRAP (Waste Reduction Awards Program) awards from the State of California.

SUCCESS

- Camry was the #1 selling car in America in CY 2009, the 12th time in the last 13 years it has won the U.S. sales crown.
- Lexus was the #1 selling luxury brand in America in CY 2009 for the 10th year in a row.
- Toyota and Lexus ranked 2nd and 3rd on the J.D. Power and Associates 2008 Customer Retention Study with 63.2% of owners replacing their Toyota with a Toyota, and 60.4% of Lexus owners buying another Lexus. Honda was 1st with 64.4%. The industry average was 48.8%. (Dec. 2008)
- Toyota Motor Sales became the best-selling retail automaker in the U.S. (2009)

- Toyota does business in more than 170 countries globally; that's more countries than McDonald's with restaurants in over 100 countries. (2009)
- If publicly traded, Toyota Motor Sales, U.S.A., would rank 47th on the 2009 American *Fortune* 500, above companies such as Time Warner, PepsiCo and Kraft Food and just below Lowe's. (TMS, April 19, 2009)
- Toyota Motor Corporation ranked 3rd on *Forbes* magazine's Global 2000 of the world's largest companies. General Electric and Royal Dutch Shell headed the list, followed by Toyota, ExxonMobil and BP. (April 8, 2009)