



TOYOTA

OH WHAT A FEELING!

THE MARKET

About 650,000 vehicles are sold in the Australian automotive market every year. Some 75% of these are passenger vehicles and the rest commercial vehicles.

Local manufacture accounts for 36% of total sales and just over 50% of passenger vehicle delivery.

Increasing efficiency and a focus on world class standards of quality are creating a gradual upturn in vehicle demand. General industry forecasts point to a domestic market size of 700,000 by the year 2000.

ACHIEVEMENTS

Toyota is Australia's dominant commercial vehicle distributor.

In 1991 Toyota became the first non-American owned company to take outright market leadership in Australia - a position it held for four successive years. Its success was based largely on value for money.

Toyota has established a world class manufacturing facility in Australia, at Altona in Victoria, which has attracted new supplier facilities to the area. Opened in 1995, the Altona plant was the first new car manufacturing facility in Australia in more than 30 years.

Toyota was the first Australian car manufacturer to win the Australian Quality Award in recognition of its entire production process.

Toyota Motor Corporation is the world's third largest motor manufacturer, and the largest in Japan. It manufactures 4.7 million vehicles annually of a total world production of 50 million. Toyota initially focused on domestic production and it remains the dominant marque in Japan with almost 40% of total Japanese motor vehicle sales.

However with reserves of better than \$23 billion, and a growing realisation that satellite production would secure even larger international markets, Toyota has pioneered truly global production. Today Toyota has 34 manufacturing organisations in 25 countries. The term 'Made in Toyota' encapsulates a universally high production standard which transcends economic and regional boundaries. A Toyota built anywhere in the world can be trusted to be of high quality.



parts and service centres across the outback, in rural and mining centres as well as in cities. While its competitors made do with head office service, Toyota took its products and its service to the people. It was a boon for the fast expanding outback market, which had been hamstrung until then by the availability of reliable transport.

By 1979 Toyota had become the country's Number One commercial vehicle distributor, a position it still holds. Its commercial vehicle market share is constantly better than 35%. Fourwheel drives, of which Australians buy an amazing 75,000 a year, are Toyota's strong point. LandCruiser, HiLux and Rav4 claim 45% of all 4x4 deliveries.

In 1962 Toyota began to manufacture cars in Australia. It was the company's first manufacturing activity outside

Japan and in part accounts for its commitment to Australia today as a regional production base.

Toyota's well built, comparatively low priced four cylinder cars provided the country's first true alternative to the 'Big Six' models and catapulted the company to four cylinder market leadership. Toyota Camry, the company's Number One locally manufactured vehicle today commands better than 40% of the medium four cylinder passenger vehicle market.

Corolla, the other locally manufactured product, is Australia's largest selling small fleet car.

In an annual report the Toyoda family confirmed its commitment to manufacturing quality, for so many years the unique point of difference between Toyota and its rivals. "We are", said Eiji Toyoda, "a group of passionate professionals who cannot leave well enough alone."

HISTORY

In the late 1950s construction boss Les Thies (later Sir Leslie) discovered a privately imported Toyota LandCruiser working on Australia's largest ever hydroelectric scheme on the Snowy Mountains. Sir Leslie found that the LandCruiser so outperformed British and American war surplus fourwheel drive counterparts that it gave his company an edge in the treacherous work conditions (121 workers died on the Snowy Scheme, among them Sir Leslie's nephew).

Sir Leslie secured LandCruiser distribution rights for Australia - an agreement forged directly with Toyota chief Eiji Toyoda when the Australian visited Toyoda's small Tokyo office.

Toyota established a network of decentralised

**GIVE EVERYTHING ELSE
ON THE ROAD THE BIG V!**



