

THE MARKET

About 650,000 vehicle 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 manufacturers 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.



HISTORY

In the late 1950s construction boss Les Thiess (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

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."



GIVE EVERYTHING ELSE

ON THE ROAD THE BIG V !



That philosophy is reflected in the world automotive industry's recognition of Toyota's production process as a benchmark.

Defect rates at manufacture (a factory measurement undetectable by consumers) are now measured at less than one per vehicle. Ten years ago this figure stood at more than 30. Australian manufacture is at world levels. Independent quality surveys consistently rate Camry and Corolla as local leaders, equal to, and sometimes above, Japanese imports.

THE PRODUCT

Toyota builds the largest and most diversified range of vehicles in the world. In Australia it provides 19 different models with more than 130 variants. A luxury car, the Lexus, was established in the late 1980s to provide a technological flagship. Half a decade later Lexus-led technology is now a standard feature in Starlet.

Toyota is a leader in ecologically efficient automotive technology. It was arguably the first manufacturer to develop the concept of twin camshaft multivalve technology in global mass production. Its multivalves deliver more power, and are more efficient with more economy and less emissions.

In Australia V6 Camry and Vienta are equipped with a three litre quad camshaft multivalve engine -

claimed to be the most efficient engine in a locally made car. The quad cam gives Camry performance equal to larger 'Big Six' engines but with better economy. The Toyota engine meets foreshadowed emission requirements not due for enforcement until the next century.

RECENT DEVELOPMENTS

Export has become the determining factor in Toyota Australia's success. By the turn of the century more than 30% of the Altona plant's production will go to offshore customers.

Toyota is already

Australia's largest exporter of passenger vehicles. At least 25,000 Camrys - in both lefthand drive and righthand drive - will this year be shipped to 25 export customers across the Pacific basin and in the Middle East. The Altona plant is now one of only two factories outside Japan producing Camry for world demand.

Toyota's export drive has created opportunities for more than 100 Australian supplier companies. It is expected to contribute more than \$600 million each year to the economy.

The company is at the forefront of a revolution in customer care. OSI - Customer Service Index has become a principal determinant not only for the health of the franchise but also for the potential for future sales. Lexus levels of customer service - regarded as the best in the industry - regularly poll better than 96%. Toyota CSI levels are growing steadily on the back of dealer training and incentive programs. Some

dealers - the Presidents Awards winners - poll above even Lexus levels of CSI and are rewarded by market shares well in excess of the national average.

PROMOTION

Paradoxically for a company which prides itself on manufacturing excellence, Toyota

BLAH BLAH BLAH BLAH BLAH.



BLAH BLAH BLAH BLAH BLAH

BLAH BLAH BLAH.

TOYOTA LANDCRUISER. BUSHDRIVER 4WD OF THE YEAR. ENOUGH SAID.

BRAND VALUES

'Oh What a Feeling' is the expression of the satisfaction owners derive from driving a Toyota. It is all encompassing.

A feeling of safety knowing your daughter is driving home, alone, at night in a car unlikely to break down.

A feeling of excitement in a Celica or MR2 A feeling of financial security recognising that Toyota, generally, offers better value for money than virtually any mass market competitor.

The brand value of Toyota lies deep in its manufacturing roots. Its manufacturing quality is reinforced by its advertising and promotion and it is endorsed by its customers.



5 DOOR RAVA, VERY ACCESSIBLE.

TOYOTA

Things you didn't know about Toyota

- 0 Toyota's manufacturing quality is steeped in tradition. The Toyoda family was an innovator in weaving loom technology. Its intricate craftwork set world standards in mass production. One of its patents was sold to Britain to fund the family's first foray into the automotive industry.
- Toyota LandCruiser holds a world distance record for fuel economy. A LandCruiser 75 driven by Ewan Kennedy covered 2724 kms across Australia on a single tank of diesel.
- 0 Sharyn McKay became Australia's Fastest Lady driver in a Toyota Corolla. Sharyn set an Australian Land Speed record of 206.8 km/h to better Mary Seed's previous best by 25km/h.
- 0 A new Toyota is built somewhere in the world every six seconds. The Australian production line builds a new Corolla or Camry every two minutes, but in more than 1000 variants. Toyota's Altona plant is the best integrated of any of the company's factories. It is the only Toyota assembly operation outside Japan to build two different car models on the same line.
- 0 There are 270 Toyota dealers in Australia and more than 500,000 Toyotas currently registered. The original Number One LandCruiser has been restored by Toyota. Last year it was driven to the top of Davies High Plain in the Snowy Mountains by journalist Steve Brooks.





Australia is regarded by the industry as a market driven organisation. Its advertising and promotional activities are award winning: not only highly visible but hugely effective in stirring customer response. The company is the first, and so far the only, automotive distributor to win the coveted Sir Charles McGrath Award for marketing

'Oh What a Feeling' is the company's advertising call to arms - an investment over 15 years of more than \$750 million has made the phrase a part of the idiom. Toyota's promotion does not sell cars or trucks- it sells user benefit. LandCruiser commands dominant market share in the outback because, in a hostile land, owners recognise its dependability.

Toyota has used sportspeople and personalities to reach its audience. A ten-year association with radio legend John Laws helps it reach more than 2.5 million Australians each day. A significant investment in Gondwana, the branding

device of the National Parks and Wildlife Foundation - ensures Australians have spectacular destinations to reach in their Toyotas. And an association with America's Cup winning architect Ben Lexcen led to the naming of a car in his honour after Lexcen's death at age 51.



