

Introducing Leading Technology in the New VOXY and NOAH

Introducing leading technology in the new VOXY and NOAH, we achieved simplicity and relaxation enveloping a space of comfort with the concept of a “prime compact cab wagon that carries the love of family.” These vehicles are loaded with many features never before offered by Toyota that include a dual side independent air conditioning, an engine with peak combustion, and safe vehicle manufacturing with a focus on collision prevention and collision safety. Also included are environmental considerations with reductions in SOC and improvements in recycleability.



The child care mode for ease of placement of small children in the seat and also easy removal from the seat.



Rear seat confirmation mirror (July 2007)

Being Kind to Humans and the Earth



Toyota Auto Body Wins Three Successive Championships at the 2007 Dakar Rally in the Diesel Cross-country Series Production Vehicles Section

Toyota Auto Body won three successive championships at the 2007 Dakar Rally (popularly known as the Paris Dakar) in the Diesel Cross-country Series Production Vehicle Section, a first in the history of Toyota Auto Body. Our No.3 car placed third using a diesel mixed with 20% biodiesel fuel refined from vegetable oils and a body partially consisting of Kenaf board, a material originating from plant fibers.



At the goal. The winning No. 1 car (right) and the third place No.3 car

A driver adding bio-diesel fuel. Kenaf, originating from plant fibers, was used on the back rear panels and rear quarter panels (Refer to page 24 for details)

Action Dakar

ASO, the main sponsor of the Dakar Rally, contributed 15,000 Euro to the West Africa Environmental Conservation Support Activity “Action Dakar” in cooperation with SOS Sahel.



(January 2007)

TAW Quality Management Award From the Thai Government

Our affiliate Thai Auto Works Co.,Ltd. (TAW) received an award from the Thai government for producing superior products and introducing the Toyota Way and Toyota Production System.

In particular, our Fortuna and HILUX Bigo were acknowledged as No.1 in customer satisfaction in terms of quality management.



Our former TAW vice president (left) receives a trophy from Thai Prime Minister Surayud

(May 2007)

Vehicle Assessment Grand Prix 06/07 Award for the ESTIMA

In a 2006 independent administrative organization vehicle assessment by the "Organization for Vehicle Accident Prevention", the ESTIMA was evaluated to have the safest occupant safety performance and walking pedestrian (head) protection and won the "Vehicle Assessment Grand Prix 06/07."



ESTIMA awarded in the first Grand Prix

(Refer to page 42 for details)

(April 2007)

Promotion of Domestic and Overseas Afforestation and Green Activities

In order to prevent global warming and conserve natural resources, we are promoting afforestation in Indonesia by one of our subsidiaries, forest conservation along the banks of the Yahagi River that flows through the Mikawa District near our main plant and the Yoshiwara Plant, and maintenance of forests by the Inabe Plant in collaboration with Mie Prefecture.



Planting of some 6,300 trees by 1,500 elementary school students, local residents, and our on-site subsidiary staff. (Indonesia)



A health checkup for the forest (Yahagi River)



Our Inabe Plant Manager setting in a blade (Mie Prefecture "Company Afforestation") Began in December 2006

Establishing the Toyota Auto Body Technical Study Center

The Toyota Auto Body Technical Training Center was established where new employees receive unified basic technical learning. Trainees from overseas are educated at the center where achieving the spirit and skill of manufacturing is taught alongside effectiveness and homogeneity in technical learning.



An instructor passes on highly-technical skills to new employees

(December 2006)

Sports Club Activities

Hiromi Ohminami of our Track and Field Club won the Rotterdam Marathon, and Takami Ohminami came in third at the Nagoya International Women's Marathon. Our Handball Club entered the playoffs for the first time in Japan, and finished the season coming in higher than ever before in fourth place. The Volleyball Club fought hard in the V Premier League, and our Triathlon Events Club placed in an Asian meet.



Hiromi Ohminami (left) and Takami Ohminami



Kadoyama who took the New Member Award in the Japan Handball League (From September 2006 on)