

## ■ Top Message

Contributing to an Affluent Society  
by Emphasizing  
the "Environment" and "Social Welfare."



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In this economic crisis that is said to come once in 100 years, a system of “eco-points” and “eco-car” tax incentives has begun in Japan. Along with President Obama creating the “Green New Deal”, the efforts of each country actively aim globally to serve as both environmental policy and economic measures.

With our primary basic principle of “harmony with the environment,” we at Toyota Auto Body have progressed with business that allows us to contribute to making an affluent society. In order to contribute to the potential expansion of society and our planet hereafter, we believe it is essential to further develop technologies that address the environment.

Fundamentally, we continue to actively research and develop very small next-generation electric vehicles, resin materials deriving from plants, and new shaping methods for high strength steel sheets which are all linked to vehicle weight reduction. We are also making every effort to reduce CO<sub>2</sub> emissions and create plants that allow us to coexist with our communities.

In December 2006, according to “Population Projections for Japan” announced by the National Institute of Population and Social Security Research, Japan will continue having reduced birthrates while Japanese progressively age. It is forecast that in 2030, 31.8% of the population, or one in three people, will be over 65 years old, signaling the arrival of an aging population unprecedented in the world.

In looking ahead at changes in preference and ways of living of our customers, we are moving forward by making cars that meet the expectations of our customers. In order to “provide comfortable freedom of movement and happiness to all people,” we are committed to developing welfare vehicles and equipment to serve society.

We are making efforts to develop and promote the spread of self-operation welfare vehicles that allow the elderly and physically challenged to appropriately drive by themselves, enriching their lives to enjoy driving as do others. In addition, we are participating in the development of the next generation personal mobility i-REAL, and we are moving ahead with research and development that hereafter will serve the mobility of society.

This Environment and Social Report summarizes Corporate Social Responsibility (CSR) activities at Toyota Auto Body to allow all people to understand our efforts. The honest opinions of our readers would be much appreciated.

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