

Top Message

Contributing to Creating an Affluent Society by Vehicle Manufacturing

In April 2010, Toyota Auto Body Co., Ltd. manufactured an accumulated vehicle total of 25 million vehicles, which we have achieved 65 years after separating from Toyota Motor Co., Ltd. and becoming independent in August of 1945. In announcing this achievement, I express my deep appreciation in viewing this as a gift from our greatly supportive customers who love our vehicles.

During these 65 years, the management environment has greatly changed as we embraced rapid growth through motorization and the oil shock that were followed by the bubble economy and its collapse.

At each turn, our foresight in nurturing our spirit of challenge and change from the founding of the company have led us through difficult times as we have come to strengthen our corporate base. In expressing my deep gratitude to the efforts and cooperation of our employees, associated companies and business partners, I also wish to thank others involved such as our stockholders and our communities.



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With our basic principles of “harmony with the environment” and “supplying fine products that make life more affluent,” Toyota Auto Body our work has progressed allowing us to contribute to society through vehicle manufacturing. Hereafter as well, in order for automobiles to be necessary in society, we at Toyota Auto Body naturally consider environmental friendliness, but above all, the necessity of freedom of mobility and the joy and fun experienced when customers drive our vehicles.

In order to achieve such needs, we are further refining technology that considers the environment, and we believe that further enhancing our social welfare vehicles, at which we excel, is a critical issue for managing the environment and social welfare. In addition to our groundbreaking progress in actively developing of next generation models of very small electric cars, plant materials that derive from plants, and reductions in vehicle weight, we are making efforts to develop and promote the spread of self-operation welfare vehicles that allow the elderly and physically challenged to drive by themselves as do others.

We at Toyota Auto Body look to continue contributing to society through vehicle manufacturing as a company that continues to be trusted by society. In order to make this a reality, we are making efforts through the combined strength of all of our employees, as well as our affiliated companies and customers in the Toyota Auto Body group.

The creation of this CSR Report will allow all people to understand our efforts involving CSR activities at Toyota Auto Body. The honest opinions of our readers would be much appreciated.

June, 2010

