Relations With Customers

Delivering Fine Products by Considering the Customer First

Toyota Auto Body makes efforts to have customers use our products with the feeling of security as a responsibility that spans all stages, from research to development on through production and after-service, in our pursuit of product safety and quality.

Basic Policy

At Toyota Auto Body, our quality policy of having the world' s No.1 quality is presented to all employees. In addition, in Our Promise (Basic MAP), placing the customer first is made clear, and we are promoting activities to have every employee work to follow our policy in their varied daily tasks to judge whether what is being done is for our society.

Activity Status

Improving Quality Through Developing Efficiently Produced Vehicles

Progressing from the development stage with vehicles that are easy to produce, we then link this to building in quality after we reach the mass-production stage. The result is a vehicle of fine quality, an example being the development of the New model Prius, for which special attention was given to the Prius's ease of production.

【 Fundamental Ways of Progressing 】

1) In coordinating with Toyota Motor Corporation, we understand our customers' opinion in the marketplace and reflect their opinions in planning and design.
2) We conduct test assessment and design by fully considering customers' use and the environmental conditions of a vehicle in order to improve design quality.
3) Promote elimination of difficult to perform operations by unifying development, production plants, and our business partners from the development stage in order to build in quality in our processes.

New Model Prius Main Improvement Efforts

- Improvement and visualization for ease of production and degree of quality assurance of individual parts and systems.
  (Inspection of each elemental task of wiring layout, removal, insertion, setting, and assembly)
- Promote moving up the schedule from the design consideration stage for ease of production Improvement activities
- Visualization by one-dimensional use of IT in the above activities and its use in future projects

Improvement for Ease of Production in All Elemental Operations

At the development stage, we have completed the elemental operation level for ease of production improvement. At the mass production stage, we have confirmed targeted quality by checking in accordance with the operation requirements.

An Objective Case Example of Packaging Layout and Removal of Parts (Door Power Window Switch)

● Previous packaging layout
- Products leaned in boxes

⇒
- Difficult to remove
- Easily scratched
- Potential entry of dust and water in the rear side of the connector

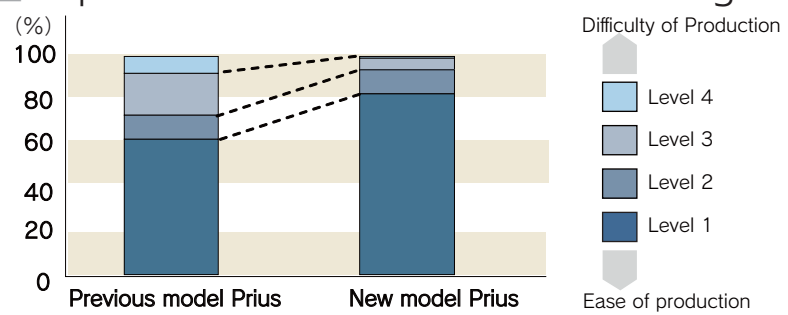
● New model Prius packaging layout
- Added product form-fit materials
- Product leaning issue resolved

⇒ Uniform removal of products, and prevention of surface scratches and also intrusion of dust and water into connectors

Activity Results

By building at the mass-production stage and from the above mentioned efforts, Toyota Auto Body is working to lessen burdens on the environment through reducing disposable parts that result during operation, as well as reducing operational burden.

Improvement for Ease of Manufacturing



Activity Status

Efforts for Assuring Quality in Mass Production

Even in mass production, we are progressing in confirming quality assurance by "strengthening the power of the workplace".

Efforts toward "zero" defects on the line

With a basis of improvement by standard operations, we are making progress on all production lines with improvement for latent problems in difficult tasks, and also removal of defect causes in each task and countermeasures for defects.

Raising employee awareness for quality assurance

Together with the ease of creating a manufacturing process, all employees are thoroughly made aware of the importance of quality assurance management activities and heightened awareness for quality assurance is achieved through education, lectures, and regular case example exhibitions.

Quality assurance lecture meeting

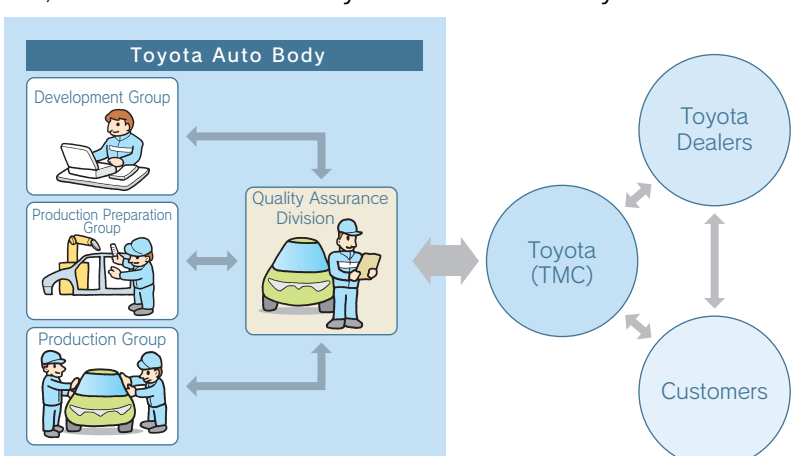
Early Detection and Resolving of Problems By Using Information From Customers

Toyota Auto Body receives valuable quality-related information from customers and dealerships with a majority of that information received through Toyota Motor Corporation. Such information is disseminated through EDER(Early Detection and Early Resolution) activities by closely coordinating with Toyota Motor Corporation. EDER, which stands for "Early Detection and Early Resolution" is our activity that finds quality issues quality in the marketplace immediately solves any problems and quickly provides feedback to customers about results of improvements.

※EDER : Early Detection and Early Resolution

Main EDER Efforts

1) Presenting information gathered early from around the world to the concerned departments.
2) Confirming any defects early through *genchi genbutsu* (worksite confirmation of processes and at dealerships)
3) Carrying out countermeasures through immediate decision making.



Evaluation

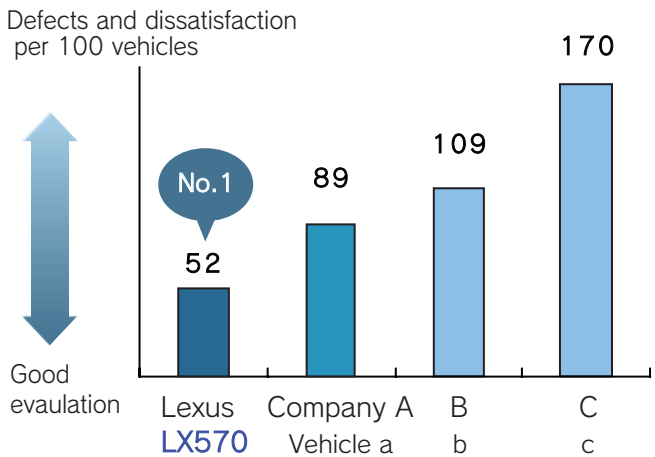
World's Top Class Evaluation

Toyota Auto Body is promoting mass-production efforts with the same thinking for all mass-produced vehicles.
In an Initial Quality Survey(IQS) conducted by J.D. Power and Associates in the United States, customers evaluated the Lexus LX570 as number one in the "Large Premium Multi-Activity Vehicle" assessment.

Moreover, in this survey, the LX570 received the best evaluation among all manufacturers and all 156 models evaluated.

American J.D. Power IQS Evaluation

<Large Premium Multi Activity Vehicle Segment>



System and Actions for Recalls

- In accordance with the Consumer Living Products Safety Revision Law in May of 2007 in conjunction with the newly established National Road and Transport Ministry Major Accident Information Reporting System in January of 2009, when accident information relating to products is obtained, the information is smoothly reported to the concerned government agencies and a check is performed to determine if whether our products were at fault.
- In the event that a defect arises in a product, if measures are determined to be necessary, the defect will be addressed by coordinating closely with Toyota Motor Corporation while also releasing customer information. In addition, we are implementing necessary steps that place the customer first for living-related products and electric vehicles.

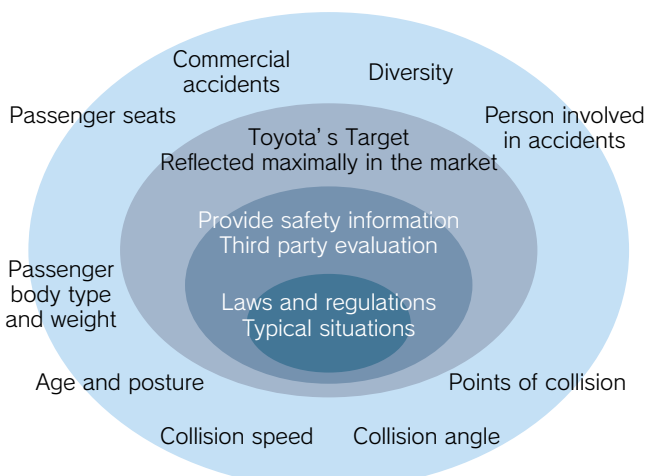
Relations With Customers

Our Pursuit of Safety That Gives a Great Sense of Security

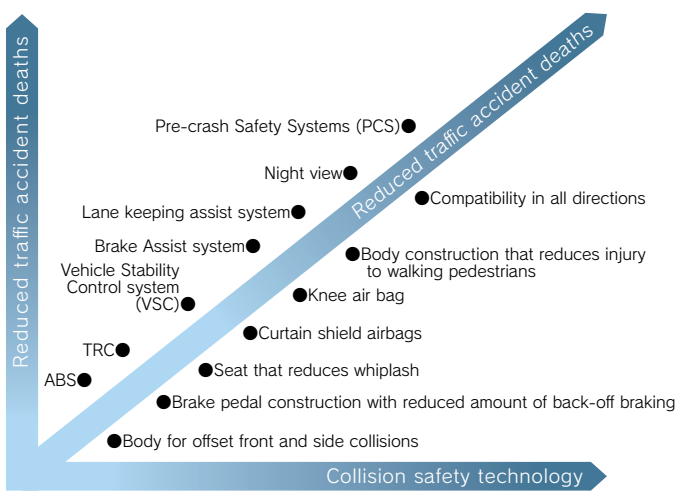
Basic Policy

We at Toyota Auto Body consider to be safety as fundamental to car manufacturing.
Based on this thinking, we are promoting development for safe car manufacturing from the viewpoint of collision safety and preventive safety.

Our thinking on collision safety



Efforts toward improving vehicle safety



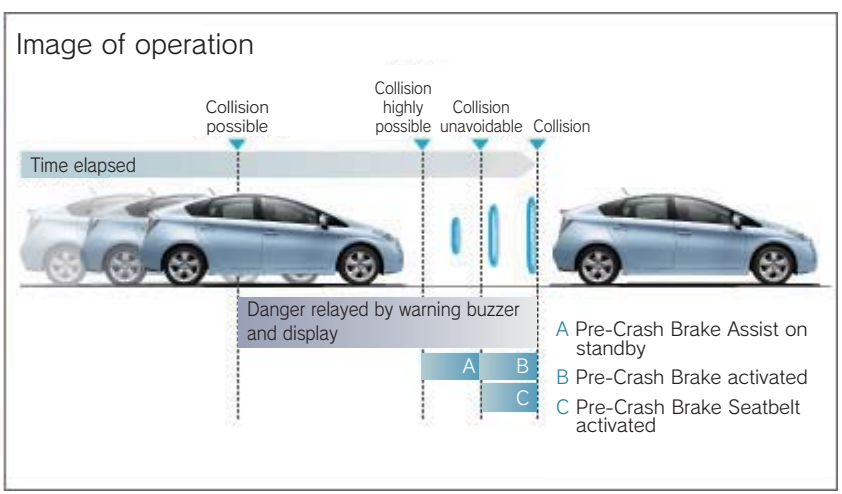
Activity Status

Improving Preventive Safety

The basis of preventive safety technology belongs to a vehicle's fundamental functions of driving, turning, and stopping in accordance with the driver's intention. We at Toyota Auto Body are working to improve the performance of these three functions by exploiting the latest technology.

Pre-Crash Safety System (Millimeter-wave radar system)

Our pre-crash sensor uses a buzzer or other means to alert the driver in the event that the sensor judges the danger of colliding with a vehicle ahead, an oncoming vehicle, or an object on the road surface. If the brakes are operated, the pre-crash brake assist system functions to increase braking control. Even if the brakes are not operated, the pre-crash brake activates to reduce collision speed and increases the restraining performance of occupants by early belt winding of the pre-crash seatbelt, thereby decreasing collision damage.



Preventive Safety Functions

- Pre-Crash Safety System(Millimeter-wave radar system)
- AFS(Adaptive Front-Lighting System)
- S-VSC(Steering-assisted Vehicle Stability Control)
- ABS with EBD(Electronic Brake force Distribution)

Activity Status

Development of a Collision-Safe Body [GOA]

We at Toyota Auto Body are developing a collision safe body (GOA: Global Outstanding Assessment) which aims to achieve both a high-strength cabin and impact absorbent body and offers survival space and occupant protection performance in full front, offset front, side, of rear collisions.

● Offset front collision CAE analysis

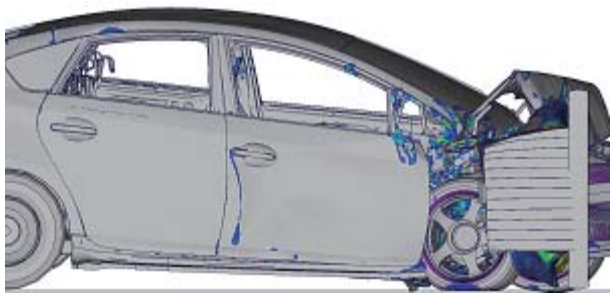


Photo of a test vehicle

All-Direction Compatibility Structure

GOA, which comprises a high-strength cabin and impact absorbent body, involves performing collision testing that incorporates Toyota Motor Corporation's own concept of all-direction compatibility *1 in a collision for vehicles that differ in weight and height.

*1 Consideration is given to the aim of safety in reducing damage from large vehicles, and assurance of collision safety for small vehicles.

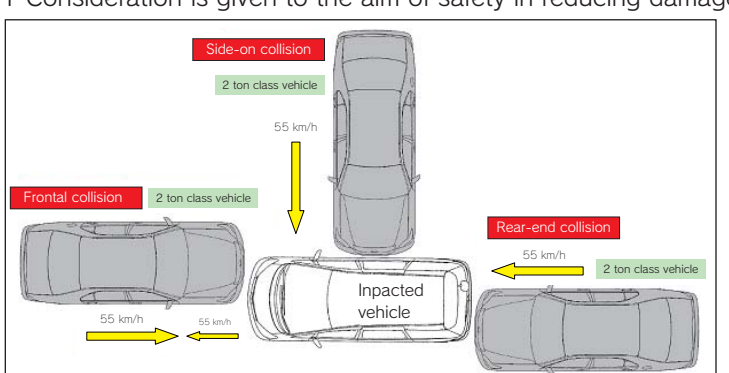


Photo of a test vehicle

Activity Status

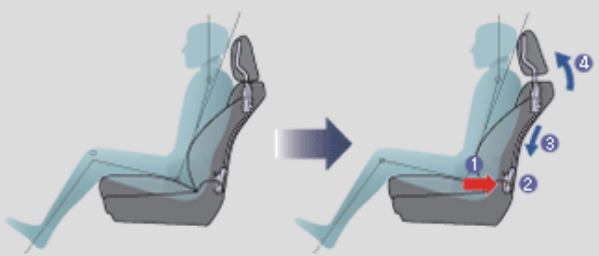
Airbags

SRS airbags deploy in the event of a frontal collision and function together with the movement of seatbelts to restrain impact to the chest and head of front seat occupants.
We have further improved safety performance by using SRS side air bags that mitigate side collisions and also side SRS curtain seat air bags which broaden protection by covering the side of the head of occupants.

Active Head Rests

In the event of a collision from the rear, an internal device in the headrest will activate and move the headrest upward and forward. The head and back of the occupants will be stopped, thus mitigating impact added to the neck.

Image of headrest activation



1. The occupant's head pushes against the seatback
3. A cable is pulled
1. The lower unit is pushed toward the rear of the seat
3. The headrest is pulled upward and forward by the upper unit

Vehicle Body That Decreases Pedestrian Injury

We are using a collision-absorbing body structure in body sections such as the bumpers, fenders, cowl, and hood in order to decrease injury to the legs and head of occupants in the event of a collision with a pedestrian.

A Collsion-absorbing bumper
B Collsion-absorbing hood
C Collsion-absorbing fender bracket
D Collsion-absorbing cowl

Activity Status

Results of Efforts to Manufacture Safe Vehicles

In the Japan New Car Assessment Program, which evaluates collision safety performance, the Vellfire and Alfard that Toyota Auto Body developed and mass produced was awarded in the “JNCAP Grand Prix Award of 08/09” In following with our award-winning FY2006 Estima, the award this year for the Vellfire and Alfard is a result of our efforts at Toyota Auto Body to manufacture safe vehicles.

Estima
FY2006 Grand Prix Award

Vellfire and Alfard
FY2008 Grand Prix Award

Relations With Customers

Supporting Independence of the Disabled and Elderly With Toyota Auto Body Welfare Products.

Basic Policy

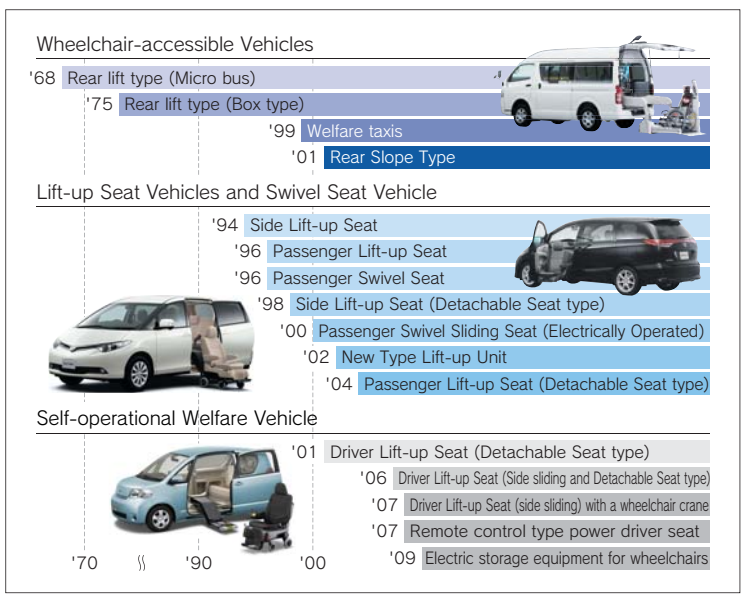
■ Provide Comfortable Freedom of Movement That Allows the Elderly and the Physically Disabled to Enjoy Their Lives as do Others in Society.

Activity Status

■ Developing Various Welfare Vehicles That Suit the Uses and Purposes of Our Customers

Vehicle development began in 1968 by modifying vehicles to accommodate more people in wheelchairs. Thereafter, we joined with Toyota Motor Corporation in considering the surveying and planning for our customer's purposes of use, and we have diversified vehicle types by enhancing functions and equipment. In the future, with a view on the international market, we will further incorporate the development and spread of self-operational welfare vehicles and products, which allow people to drive by themselves.

【Progressive product development】



Activity Status

Toyota Auto Body Has the No. 1 Share of the Welfare Vehicle Market

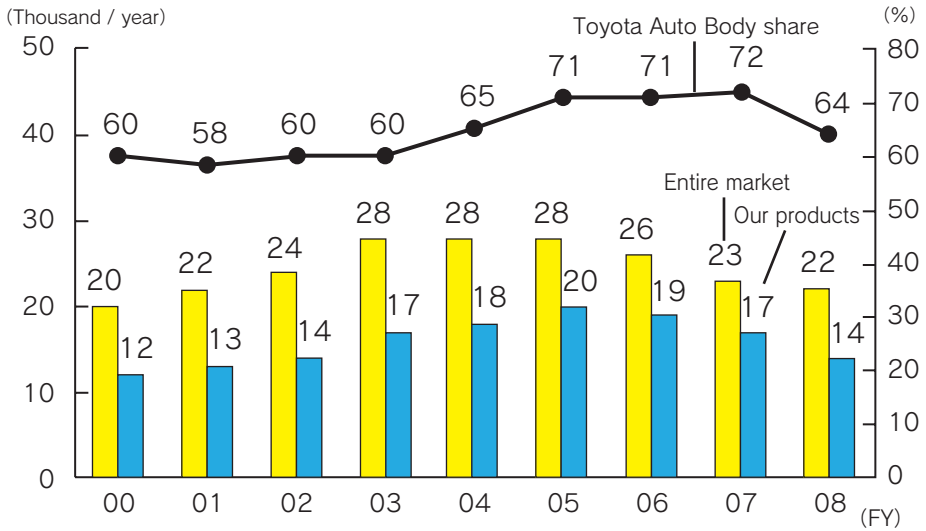
Beginning with Toyota Motor Corporation, our welfare products and vehicles are used by all domestic vehicle manufacturers in Japan.

Promoting Our Welfare Vehicles to More Potential Customers

The opinions of our users are reflected in Toyota Auto Body's product development by displaying our welfare equipment at exhibits throughout Japan. At the exhibits, our products are operated and we listen to the opinions of our product users.

【International Home Care & Rehabilitation Exhibition 2008】

【Vehicle sold and share of domestic welfare vehicles in the market (Excluding small cars and buses)】



【Topics】

Toyota Auto Body developed the "Well Carry" that stows a wheelchair electrically in the roof on specially-equipped Friend-Matic vehicles.

Relations With Business Partners

Mutual Trust and Mutual Prosperous Coexistence

The Toyota Auto Body Group strictly observes market rules and pursues fair transactions. For each transaction, we are in full compliance for basic contract agreements. We are also making efforts to ensure openness and fairness along with rationale, and we are creating fair opportunities for entry for domestic and overseas suppliers who desire to have new transactions. In addition,we are strengthening consolidation with suppliers to build relationships of mutual trust and mutual prosperity.

Basic Policy

We at Toyota Auto Body are acting with a basic policy of the speediest procurement of the very best materials at the lowest cost based on the fundamental principle of “realizing mutual prosperous existence and secure, long-term growth in working to strengthen mutual management with the opening of transactions and mutual trust with suppliers serving as a foundation.”

Activity Status

Mutual Prosperous Coexistence With Suppliers

■ Procurement Policy Presentation Meeting

Every year in April, we hold a procurement policy presentation meeting to communicate the important policies of Toyota Auto Body. In April 2009, 196 suppliers participated in the meeting.

This fiscal year, along with sudden changes in the economic environment, we have called for even further close communication with our suppliers and have explained the following:

1. Gaining firm ground by tireless improvement in areas such as safety, quality, and CSR,
2. Strengthening the constitution of Toyota Auto Body by promoting profit improvement activities,
3. Strengthening technological capabilities in looking toward the future.

In addition, every year we clarify issues concerning quality and cost with our suppliers and we have improvement activities. Also, we present a certificate of appreciation to suppliers who carry out excellent activities in all fields.

Procurement Policy Presentation Meeting

■ Worksite-Centered profit improvement Research Meeting

In FY2009, in order to achieve profit improvement, we confirmed worksite efforts of each company, and while learning what efforts are beneficial, we have begun activities that serve to strengthen the quality of our business.
The top management and persons responsible at each of our companies participated in these research meetings and the efforts introduced by each company helped us discover hints that have led to strengthening the quality of our business.

Mutual Prosperous Coexistence With Suppliers

Mutual Research and Exchange of the *Kyowakai*

The *Kyowakai* comprises a Toyota Auto Body voluntary group of 115 parts supply companies for the purpose of deepening mutual research and exchanges. Departmental meetings and research meetings serve as the pillars of our *Kyowakai* activities.

The departmental meetings are divided into equipment departmental meetings and parts departmental meetings. We are aiming to conduct exchanges and research by using meetings for mutual reporting, attending lectures, and planning tours of outstanding production plants at other companies. We aim to improve mutual research and deepen understanding of all companies at the *Kyowakai* by having the companies join in discussion for opinion exchanges and also present their efforts.

In FY2009, we began promoting practical research by *genchi genbutsu* (visual confirmation at the worksite) in three fields- management, cost, and quality. In February of 2009, we held an “Outstanding Case Example Exhibit.”

At the presentation meeting, among 84 case examples, 10 were selected as outstanding case examples and each safety and quality-related member company had a chance to promote its daily research results.

Outstanding Case Example Exhibit

Establishment of a Safety and Health Liaison Meeting

In May of 2009, with the aim of strengthening prevention of disasters, we established a Safety and Health Liaison Meeting.
Centering on construction companies within our production plants, we implemented independent safety patrols and presented practical activities and self-directed thinking for self-initiated safety while also holding lectures.

Community Relations

Social Contribution Activities

In order to fulfill our social responsibility as a "good corporate citizen,"
we are promoting green activities and activities to achieve coexistence with local communities.

Basic Policy

- We at Toyota Auto Body are promoting activities that place emphasis on the environment in aiming to be an environmentally progressive company and also realize "harmony with the environment" as set forth in our basic principles.
- From the position of being a corporate citizen, we are promoting activities that aim for the coexistence with our local communities as well as maintaining good relationships among other necessary matters and the trust from the communities that are the foundations for our businesses.

Activity Status

Promoting Green Activities in Japan and Overseas

We at Toyota Auto Body are carrying out domestic and overseas thinning of forests and afforestation activities to conserve forest resources and prevent global warming, as well as raise environmental awareness in every one of our employees.

- **Support for Domestic Forest Making**

  We are carrying out environmental conservation activities with efforts in communities in Japan that serve as operating bases for our businesses, communities that are actively making forests, and also through coordinated thinning of forests.

- **Support for Overseas Green Activities**

  We are coordinating with overseas companies in Indonesia to carry out environmental conservation activities through forest making. In addition, we are also making efforts to restrain illegal clearing of forest land, and give instruction on how to make a living instead by growing fruit.

Cooperative operation in a forest thinning model forest

Supporting Forest Making In Japan

In Japan, Toyota Auto Body is supporting forest making in Aichi, Mie, and Kagoshima prefectures which serve as the bases for the main offices and plants of Toyota Auto Body and our consolidated subsidiaries. In addition, Toyota Auto Body is cooperating with members of local communities, such as in Kochi Prefecture, which are progressively making efforts to make forests.

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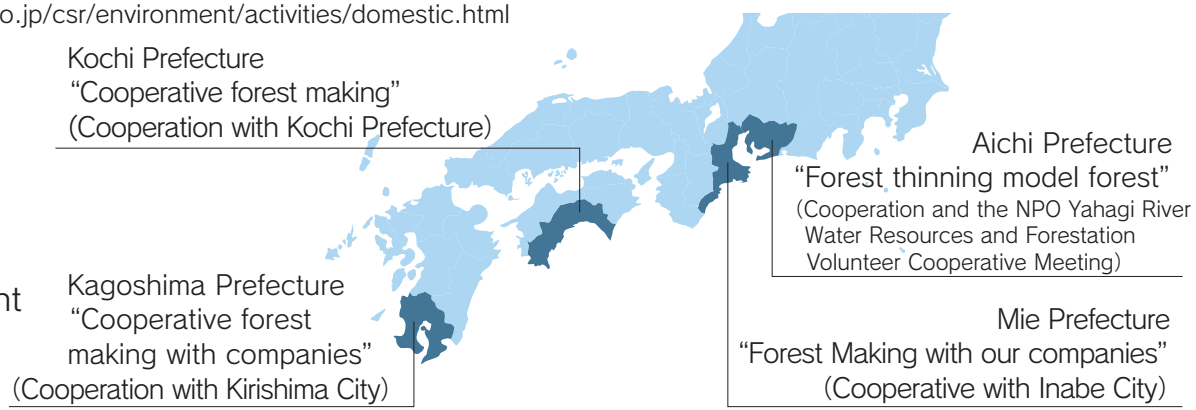
●Click Please visit the below address for details on our support for domestic forest making.
(Currently, only a Japanese version of this document can be viewed)
http://www.toyota-body.co.jp/csr/environment/activities/domestic.html

Activity Targets and Communities

- Natural environment conservation through forest thinning
- Employee awareness and enlightenment for environmental conservation



Our Activities

Results : A decrease of 495t-CO_2/up to 2008

- Natural environment conservation through forest thinning

With the aim of reviving public use of water and other resources, we have supported forest maintenance by coordinating forest thinning of 59 hectares of previously non-maintained mountain forests. By 2012, we plan to support 103 hectares of mountain forest.

● Prior to forest thinning

Almost all light was blocked by the dense tree cover.
The forest's original functions were not sustainable because the lack trees and growth resulted in less absorption of CO_2, and also less water retention, thus water runoff and landslides would result.

● After forest thinning

Light poured down to the forest floor where foliage grows, and with more growth and trees, mountain soil is more stable because it retains more water. Forest thinning is extremely important for making healthy forests.

Our Activities

Participation in Volunteer Activities

Toyota Auto Body is achieving enlightenment in environmental conservation awareness among employees through cultivation of kenaf and participation in “Diagnosing Forest Health.

Participation in voluntary diagnosis of forest health

Employees cultivating kenaf seedlings (Yoshiwara Plant)

Forest making support: 200 employees and members of the local community participated in Mie Prefecture

Supporting Overseas Green Activities

From FY2006, upon receiving support from the Oiska Foundation, we have coordinated with our on-site consolidated affiliated company in Indonesia, PT. Sugity Creatives, in developing our five-year plan of expanding our forestation activities for the "Toyota Auto Body Group Forest."

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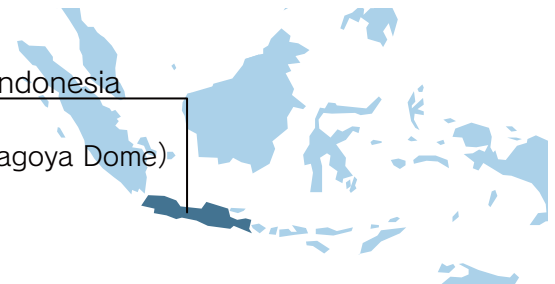
●Click Please visit the below website address for details on support overseas green.
(Currently, only a Japanese version of this document can be viewed)
http://www.toyota-body.co.jp/csr/environment/activities/foreign.html

Activity Targets and Communities

- Natural environment conservation through forest creation and developing water resources
- Environmental education for maintenance management of forest creation and developing water resources

Sukabumi Province,Indonesia
Forest area:
(25 times the size of Nagoya Dome)



Our Activities

Results : A decrease of 529t-CO_2/up to 2008

- Natural Environment Conservation By Sustaining Water Resources and Remaking Forests

In order to help others in making a living, we supported tree planting activities for growing trees that can be used for construction materials (mahogany, etc.) and fruit trees (avocados, etc.) for land repeatedly slashed and burned, leaving the land unable to naturally become fertile again. Until now, we have planted 63 hectares. By 2010, we plan to support the planting of 100,000 trees on 120 hectares. The local community favorably remarks, "The meaning of protecting the forest of water resources in the afforested region is of great importance and serves to improve environmental conservation awareness among the children."

● Before Planting Trees

Forests were illegally cleared, leaving devastated mountains

● 2 year after planting trees

Plant and tree growth restored through afforestation

Our Activities

Tree planting by one of our executives

With children in the local community (Company volunteers)

Environmental Education Through Basic Agricultural Guidance

We supported holding seminars for farmers to educate farmers to make seedbeds, and not to engage in slash and burn agriculture. We are also supporting environmental educational activities for children who will engage in farming in the future.

Coexistence With Local Communities

Toyota Auto Body is making efforts toward activities to assure community safety and exchanges of opinion with local residents in aiming to be a company that is needed and trusted by the community.

Support for the Elderly and Disabled to Get Outside in Our Welfare Vehicles

As the top manufacturer of welfare vehicles, we run a shuttle service (Odekakekun) for picking up and sending off wheelchair-bound disabled and elderly people. In FY2008, approximately 900 people used the shuttle service.

Shuttle service (*Odekakekun*)

6,800 People Participated in Our ST Campaign (Get to Know Toyota Auto Body)

For people to understand the business activities of Toyota Auto Body, we are allowing people to tour our company. In FY2008, approximately 6,800 people participated in the campaign.

ST Campaign

Crime Prevention Activities Through Community Patrols

Toyota Auto Body is active in forming “ Community Crime Prevention Patrol Groups” by coordinating with communities to prevent high incidents of street crimes.

Yoshiwara Plant Patrol Unit Kick-Off Ceremony

Community Exchanges Through Facility Observation tours

We are holding meetings for exchanges of opinions and also meetings for community discussion action, as well as explanatory meetings on the environment and facility observation tours in order to achieve communication with everyone in our communities. We also have people in the community participate in events at each plant.

Water discharge processing facility tour (Yoshiwara Plant)

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Visit us at the below website address for information on Toyota Auto Body’ s other social contribution activities. (Currently, only a Japanese version of this document can be viewed)
http://www.toyota-body.co.jp/csr/contribution/index.html

Coexistence With Our Communities

From 1990, Toyota Auto Body has participated in the Japan Federation of Economic Organizations 1% Club in which 1% of corporate profit is spent on enlightenment social contributions. We are promoting action to follow this contributive target for groups and communities that require economic assistance for research and other activities.

Field	Recipient of Assistance	
Environmental Conservation	・Kariya Greenification Promotion Committee	・Japan Federation of Economic Organizations Nature Conservation Fund
Community and Social Activities	・Kariya City Sightseeing Association	・Aichi Traffic Safety Association Kariya Branch
Education Learning Skills and Research	・Young Boy and Girl Invention Club	・TOYOTA Commemorative Museum of Industry and Technology
International Exchanges	・Aichi Prefecture Study Support	・OISCA International Aichi Branch
Arts and Culture	・Nagoya Philharmonic Orchestra	・Nagoya Castle Palace (Honmaru) Fund
Promotion of Sports	・Toyota Marathon	・Kariya City Soccer Federation
Health and Medicine	・Kariya City Medical Business	・Japan Red Cross Society
Social Welfare	・Red Feather Donation Fund	・Aichi Rehabilitation Aid Association
History, Tradition, and Culture	・Kariya City Warlord Parade Preservation Society	・Kariya Wansaka Festival ・Toyota Oiden Festival

Toyota Auto Body is donating relief money toward severe damage from earthquakes

・Iwate-Miyagi Nairiku Earthquake (Japan) ・Shichuan Province Earthquake (China)

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●Visit us at the below website address for information on Toyota Auto Body's other social contribution activities.
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Activity Status

Promoting Businesses That Contribute to More Comfortable Communities

<Achieving Businesses That Contribute to Communities>

Other than our main business of manufacturing vehicles, Toyota Auto Body is actively introducing a business for life service and security and also care service businesses that contribute to creating safe and comfortable communities.

Security Service Provider (Life Service and Security Corporation)

As 100% fully-owned Toyota Auto Body company, LS Corporation carries out activities and businesses for protecting the precious lives and property of our community and employees through traffic safety, prevention of crime, disasters, and fire.

【Special self-defense fire unit performing fire fighting drills】

Care Service Businesses (Life Support Co., Ltd.)

Established through a recruiting intrapreneurship, this company comprehensively supports total welfare planning for various needs of an aging society. Through eight areas, which include rentals and sales of care service products, the company is also involved in providing home help, day service, care planning with the aim of supporting and resolving all issues for care givers, and also those people who require care services and the elderly.

【Staff that visit homes to assist people in bathing safely】