

Customer Relations

Considering the Customer First in Delivering Fine Products

The pursuit of product safety and quality is the corporate responsibility. We work on the quality improvement in research, development, production and after sales for customer's safety.



Building in Quality in New Product Development

Improving Quality Through Ease of Manufacturing

“Ease of manufacturing” vehicles from the development stage become manufactured vehicles of fine quality when mass produced. With each model change of the 2006 Estima, we are making progress in activities that eliminate difficult to perform operations.

Development Reflecting The Voice of the Market

Toyota Auto Body reflects designs and evaluations that consider how our customers use our products by performing worksite confirmation (at dealers and in operation processes) by our designers early on. In addition, we procure customer information early from around the world from expatriate employees.

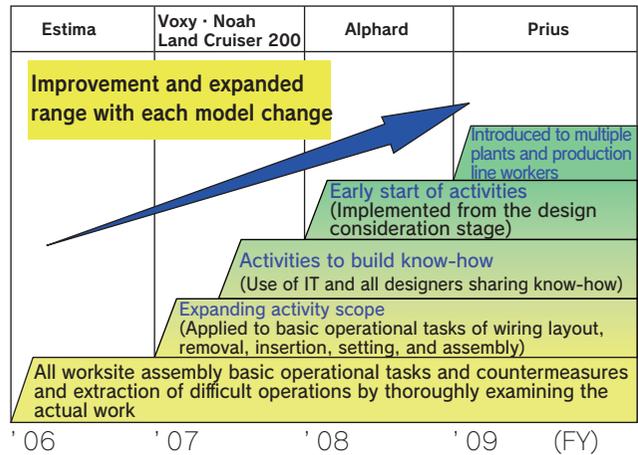
The Voice of Our Expatriate Employees (Middle East: Bahrain)



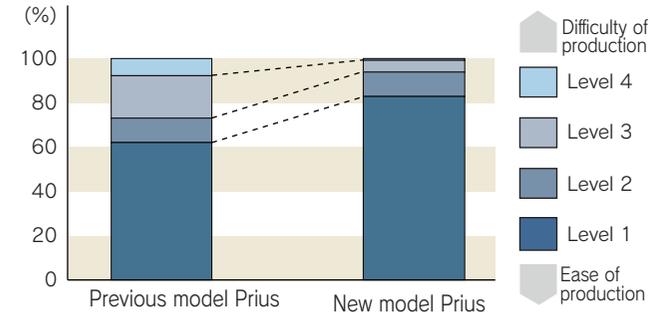
On-site Toyota Auto Body survey staff in front row on the right

Experiencing extreme vehicle conditions first hand, I'm giving quick and accurate feedback of the customer information. (reported by Toyota Auto Body expatriate employee)

Changes in Activities to Eliminate Difficult Operations



Kaizen Results for Ease of Manufacturing (Prius example)





Customer Relations

■ Quality Assurance in Mass Production

■ Efforts toward “zero” defects on production lines

Standard operations serve as a basis for improvement. We at Toyota Auto Body are progressively improving latent problems in difficult tasks on all production lines and also creating countermeasures to eliminate causes of defects in each task.

■ Raising quality assurance awareness among employees

Toyota Auto Body periodically conducts training and also holds quality lectures and quality case example exhibits for all Toyota Auto Body employees to achieve heightened awareness for quality assurance and thoroughly grasp the importance of quality management.

■ Early Detection and Resolution of Problems by Using Information From Customers

Our customer's valued quality information is being disseminated by Toyota Motor Corporation through close coordination with EDER* activities. Hereafter we will progress in having our customers, who have a greater sense of awareness, make decisions by what they notice.

※EDER: Early Detection and Early Resolution

EDER is an activity that quickly finds quality issues in the market, immediately resolves issues, and quickly provides feed back to customers for kaizen results and improvements.



■ System and Actions for Recalls

In the event that a defect subject to a recall is discovered, we place the “customer first” in swiftly determining appropriate measures to be taken and addressing important issues by closely coordinating with Toyota Motor Corporation. We are also progressively implementing a similar system for our unique electric vehicles, daily living appliances, and our other products.

● Quality Case Example Exhibit



The President's Message, case examples of defects, quality *kaizen* case examples, and the voices of our customers are exhibited



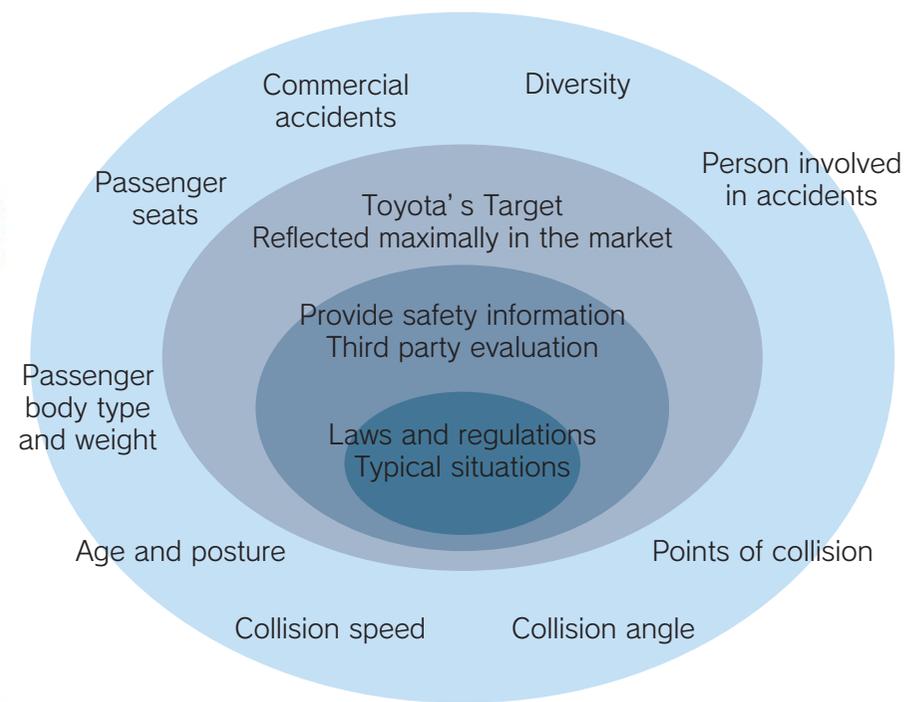
Engineers cheerfully look over “The grateful voices of our customers.”

Our Pursuit of Safety That Gives a Great Sense of Security

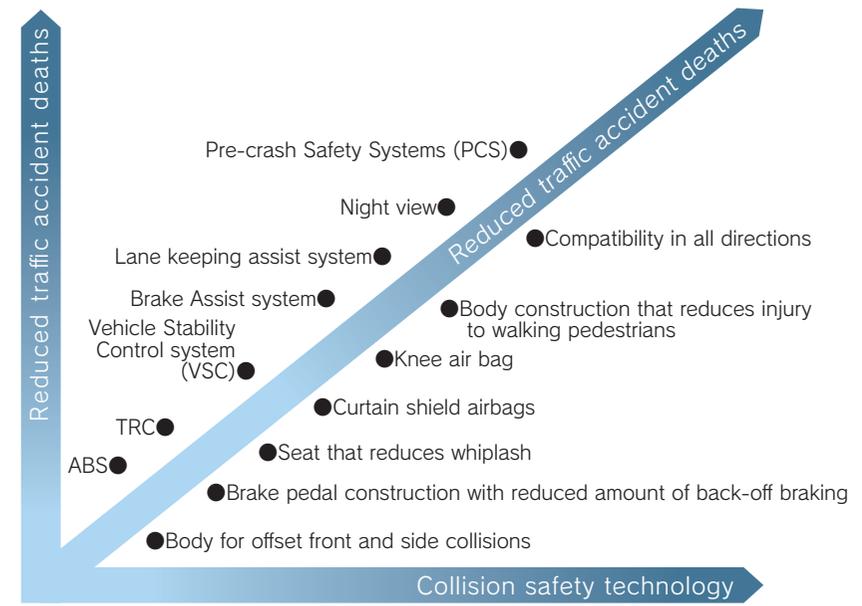
We at Toyota Auto Body consider to be safety as fundamental to car manufacturing. Based on this thinking, we are promoting development for safe car manufacturing from the viewpoint of collision safety and preventive safety.



Our thinking on collision safety



Efforts toward improving vehicle safety

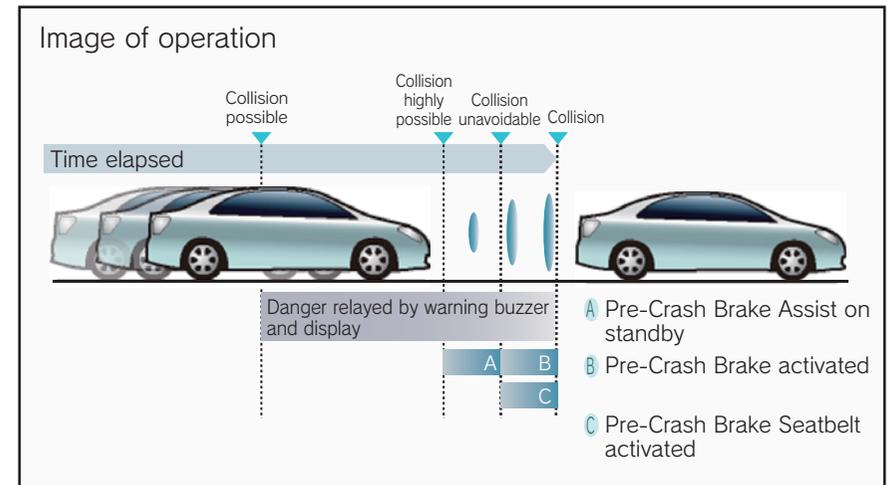


■ Improving Preventive Safety

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.

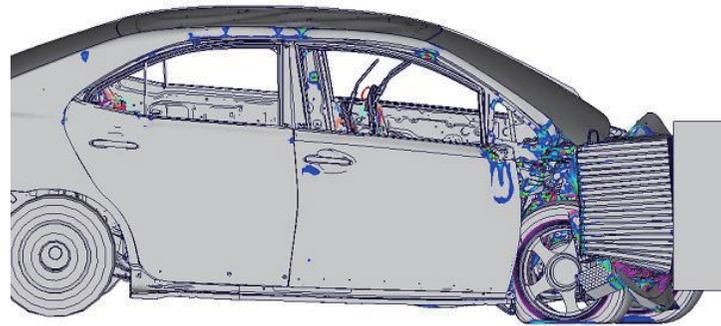
■ Pre-Crash Safety System (Millimeter-wave radar system)

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.



■ Development of a Collision-Safe Body [GOA]

We at Toyota Auto Body are developing Collision-Safe Body "GOA (Global Outstanding Assessment)" to secure occupant protection performance and living space in full frontal collision, offset frontal collision, side-on collision and rear-end collision.



Offset front collision CAE analysis



Photo of a test vehicle

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

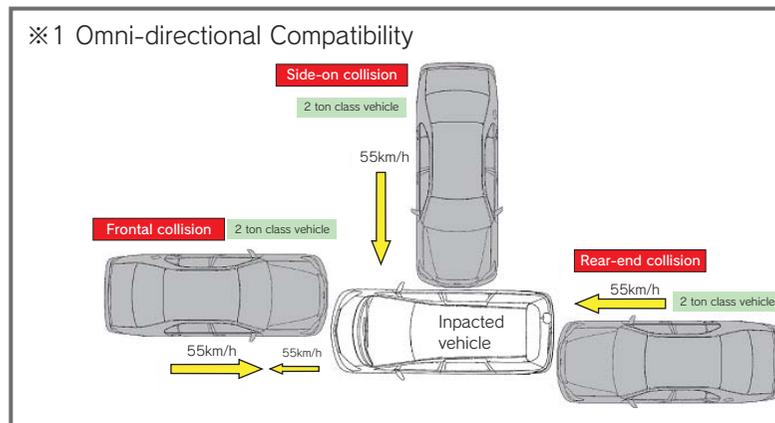


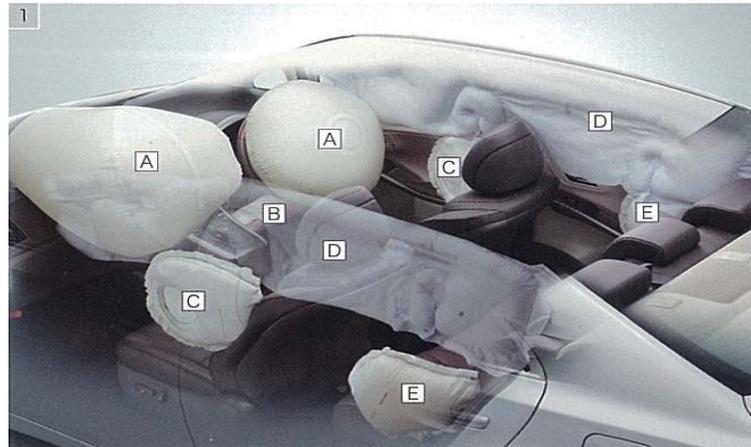
Photo of a test vehicle

Customer Relations

■ 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.



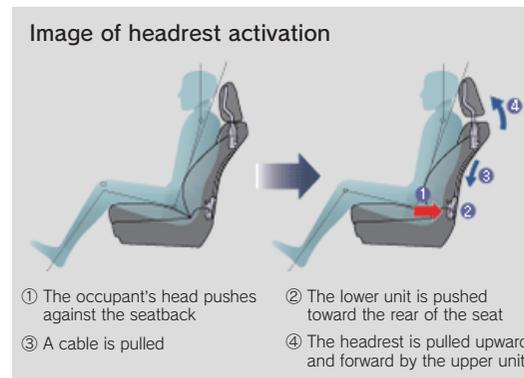
SRS^{※1} 9 Airbag

※1 SRS : Supplemental Restraint System

- A** SRS Airbag (Driver's seat and Occupant's seat)
- B** SRS Knee Airbag (Driver's seat)
Softening the impact to the head and chest by coordinating the movement of the seatbelts for impact in a frontal collision.
- C** SRS Side Airbag (Driver's seat and Occupant's seat)
- D** SRS Curtain Shield Airbag (Front and rear seats)
- E** SRS Rear Side Airbag (Rear right and left seats)
For cushioning against collisions for strong impacts from the side of the vehicle

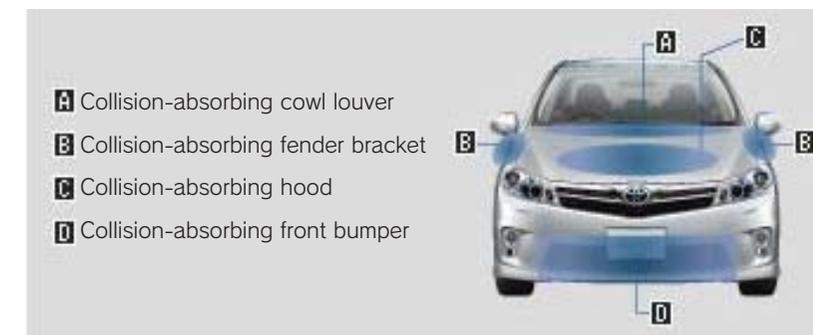
■ Active Head Rests

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.



■ 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.



Customer Relations

Providing “Happiness” and “Freedom of Movement” to the Most People With Toyota Auto Body Welfare Products

We are making efforts to develop, produce, and promote our welfare vehicles and welfare products based on the thinking of “providing freedom of comfortable movement to allow elderly people and those who have a mentally and physically challenged to enjoy every day of their lives.”

■ Activities to Promote Welfare Vehicles and Welfare Products

Toyota Auto Body makes efforts to promote welfare vehicles and products by displaying our products at welfare exhibits throughout Japan and making visits to welfare facilities where we can make contact directly with our customers.

● Barrier-free Social Welfare Exhibit



● Message of Appreciation From Wheelchair-accessible Vehicle Users



Vehicle used:
Wheelchair-accessible
Vehicle (Hiace)



Koseikai Elderly Care Health
Facility Medical Corporation
Central Horita
Chief Administrator:
Mr. Toyokazu Nishimoto

The area around our facility has many narrow roads and one-way streets, but the Hiace maneuvers well through these areas and can be driven with a feeling of security. The driver is able to relax when taking the wheel, and show a smile to the passengers.

Customer Relations

Product Development Reflecting Customers' Needs and Direct Opinions

Toyota Auto Body welfare vehicle development began in 1968 with vehicle modification allowing people in wheelchairs to ride our cars. Thereafter, we at Toyota Auto Body have aimed to create improved functions and equipment and also expanded the variety of vehicles through conducting surveys with Toyota Motor Corporation that focus on the purpose(s) of use. Currently, we are reflecting the opinions of actual users directly in product development and allowing our products to be tried out on-site at event halls and at welfare facilities. In the future, we look to achieve products that will satisfy elderly people and also set our sights on overseas markets.

 "Welfare Vehicles Product Lineup"

