Let’s Go Places: Toyota Motor Corporation

Team 2:
Jack Foster, Jack Steinberg, Julianne Robinson, Miranda Cortez, Ziang Zhou, Zizheng, Gao
Would you rather take a Sheep or a car to work?
Preview

- Company Overview
- Corporate culture
- Diversity
- Social responsibility/impact
- Marketing
- Products/Competitors
- Innovation
- Q & A
Company Overview

Company Overview
Company Overview

First Lexus (1989)

First Prius (1997)

Company Overview

Citation: “Toyota Recall.” KGWN TV, 22 October 2016, http://www.kgwn.tv/home/headlines/Massive-Toyota-Recall-335823331.html
Corporate Culture

Akio Toyoda's New goals

My Goals

1.

2.

3.

Citation: “Goals.” TESDA, https://gseodelmsapp.wordpress.com/
Corporate Culture

Corporate Culture
Moving Day: Toyota's Transition Starts, Employees Check New Plano Headquarters

34th on DiversityInc List

James Lentz

Whos man is this?
Recognition Awards

- **Human Rights Campaign**: 100 on the Corporate Equality Index (a perfect score)
- **Billion Dollar Roundtable**: Inductee member since 2005
- **DiversityInc**: Top 10 Companies for LGBT Employees 2012 & 2013
- **DiversityInc**: Top 50 Companies for Diversity 2006, 2008-2017
- **Black Enterprise**: Top 40 Companies for Diversity Hispanic Business and Black Enterprise magazines
Diversity within Toyota
Corporate Social Responsibility

Environment
Pictures taken from:

- https://research-methodology.net/toyota-corporate-social-responsibility/
- http://www.mpsbb.nic.in/pbr.html
- https://farmingtonnm.org/events/national-public-lands-day/
- http://www.drivesmartiowa.com/childpassengersafety
- https://www.tanks-direct.co.uk/more/rainwater-harvesting.html
- http://www2.erie.gov/recycling/
Let’s Go Places

Toyota’s share of the U.S. car market in 2012 and 2016

Citation: John. “Toyota Marketing Strategy”, Research Methodology, Jan 24 2016, https://research-methodology.net/toyota-marketing-strategy/

The largest Car Maker Co. in US & The World
Understanding Toyota’s Marketing Strategy

- Use of traditional advertising mediums
- Huge dealership network across the globe
- Four sales channels: Toyota, Toyopet, Corolla, and Netz

Source: Company's Filings

Kiichiro Toyoda: Customer > Retailer > Maker

Let’s Go Places

Figure From: "What's the best cheap ID card printer", Easy Badges, July 21 2015, https://easybadges.com/whats-the-best-cheap-id-card-printer/
Just In Time Strategy (JIT)

Toyota’s Investment in Advertising

Citation: Poggi, Jeanine. “Toyota Replaces Nissan as Auto Sponsor of ‘The Voice’.” 19 Sept. 2016, doi:10.1075/ps.5.3.02chi.audio.2f

Citation: Super Bowl: Toyota, http://www.superbowl-commercials.org/tag/toyota

Source: http://blog.toyota.co.uk/muppets-toyota-superbowl-advert
Intro to Products


Toyota Prius
Toyota’s Subsidiaries

DAIHATSU  HINO  LEXUS
Top 2 Competitors: Volkswagen
Top 2 Competitors: Renault-Nissan Alliance
How the Top 2 Competitors Compare to Toyota
Innovations: Environmental Technology

Toyota’s approach to environmental technology

- Improve fuel efficiency
- Create eco-friendly hybrid cars
- The Environmental Challenge
Innovations: Safety Technology

- Sensor Technology
- Safety Equipment
- Exterior upgrades

Innovations: Automated Driving

Innovations: Concept-i

Concept-i Car. 5 Feb. 2017,
o.aolcdn.com/images/dims3/GLOB/legacy_thumbnail/800x450/format/jpg/quality/85/http://o.aolcdn.com/hss/storage/midas/e3e34679bf7e38345ccd3b5a2ee73a26/204770891/06-toyota-concept-i.jpg.
Review

- Company Overview
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- Innovation
- Q & A
Thank You
Citations

Pictures


- “Map of Japan to US.” Google Maps, https://www.google.com/maps


Citations

Pictures

