



66 With the fervent desire to contribute to the harmonious development of natural environment and society, Toyota aims for sustainable production 99

Toyota Motor Thailand has the great pleasure of presenting to all of you the fourth phase of the sustainability report 2009. The main content of this report still covers 3 concepts which are considered the key in driving our organization toward sustainable development. The concepts include environmental, social and economic performance in the last fiscal year 2009 (April 2008 - March 2009).

During last year, the company was faced with a severe global financial crisis, and this crisis has set a new record in its effect on the whole vehicle industry. However, Toyota was able to maintain its leadership in passenger car, commercial car, and 1-ton pickup markets at a national level. Because of its continuous efforts to be the number one in quality of products and services, Toyota has engaged in doing business with environmental care and has grown sustainably along with society by embarking on the Toyota Global Vision 2020. This is the way to head toward the goal of harmonious living with natural surroundings. In addition to the long-term environmental implementation for energy conservation, Toyota has set up many activities for campaigning, educating, and increasing awareness in environmental conservation in society and local communities continuously. Such activities include the Stop Global Warming Project Year 4 for enhancing the potential of our city, school and community in reducing global warming by solving the problem with professors from various universities through the Academic Seminar on Environment; The Mangrove Reforestation Project Year 5; and the project "Afforestation and Environmental Development Volunteers for HM the King" Additionally, the company has supported the Education for Sustainable Development Center, Phetchaburi Province; and the Natural Observation Center of the Royal Thai Army (Bangpu), Samutprakarn province for being an academic environment center for youth and society. Toyota has also collaborated with the Department of Land Transport to establish "Center of Driving Instruction and Driver Skill Development for drivers" for safety on the road under the White Roads Project. Toyota is one of the founders who initiated the "CSR Campus project" and brainstorm from government and private sectors for the publication of the "CSR 4 regions" book.



With the fervent desire to contribute to harmonious development of environment and society, Toyota aims for sustainable production. In 2009, Toyota has launched an energy saving and environmental friendly vehicle, the Carry Hybrid, for the first time in Asia, and Thailand has the honor of hosting the first manufacturing facility for hybrid engines in Asia Pacific. In addition, the eco-forest area at Ban Pho plant was renovated into the Biotope learning center as well as the habitat for surrounding living things. In the same day, there was an opening ceremony of Ban Pho Test Course to enhance potential in study, research and product development. As Toyota has never stopped improving, we have endeavored to develop our products and services to gain the highest satisfaction from our customers.

In the sustainability report 2009, Toyota has continued to report information transparently according to international standard of GRI (Global Reporting Initiative) Index Reference. This Reference is the indicator for measuring the operations of our organization in 3 dimensions: economic/production/service, environmental, and social. To be in line with the international standard, Toyota has strived to create the best products and give back to society and the environment so that they can harmoniously and sustainably live together in the long run.

















# President's Environmental Message



In July 2009, I assumed the role of president of Toyota Motor Thailand, and since then, it has been my pleasure to promote and support the environmental activities of our company. Furthermore, it is my intention to continue to strengthen and promote environmental activities within TMT with the goal of becoming the No. 1 environmental friendly company in Thailand.

All of Toyota's global business operations consider the environment a top concern. That is why we have committed to "Toyota Global Vision 2020", the company's driving force for balancing the cycles of nature and the cycles of industry. We have adopted this vision in all our business operations to promote and improve harmony between business and the environment.

Even though we have faced economics crisis during this past year, which severely impacted our operations, the environment has remained, and will continue to remain one of our top priorities.

The main environmental issue on which we focus is "Global Warming", which is a worldwide concern. For many years, TMT has undertaken extensive CO2 reduction activity, such as energy savings, Eco-forest projects, and other environmental supporting activities aimed at our communities. Moreover, to better insure our success, Toyota believes in "mutual growth" by encouraging its business partners, such as its dealers and suppliers, to expand their environmental activities. Apart from these normal activities, new technology has also been developed for our products to reduce the use of natural resources such as Hybrid technology in Toyota Camry and renewable energy.

All of these efforts are consistent with "Toyota Global Vision 2020", to which we have committed in an effort to improve and enhance our environmental management system. This illustrates our sincere intention to develop sustainability to our business as well as to society.

# Message from Vice Chairman



Toyota Motor Thailand Co., Ltd. is proud to have an opportunity to harmoniously grow with you and perform the company's growth through the sustainability report 2009. The report shows principles, concepts and performances of our company through 3 key aspects for driving sustainable growth, including environmental, social and economic.

Although our company was faced with a severe global financial crisis, which resulted in lower vehicle sales worldwide during 2008-2009, Toyota Motor Thailand Co., Ltd. has persevered and continues to make progress, breaking the barriers created by the crisis. The consistent endeavor of every executive and employee results in Toyota being the leader of vehicle market. Despite facing economic impacts. Toyota has never abandoned our role and responsibility to society and the environment. We have advanced toward the creation of sustainability with a vision of accident reduction and road safety. We are collaborating with government agencies to develop the Intelligent Traffic System (ITS) and with the Department of Land Transport to establish the Center of Driving Instruction and Skill Development for drivers. In terms of alternative energy, Toyota has collaborated with PTT Co. Ltd. to conduct research and develop biodiesel technology for the future such as "Bio Diesel" from Jatropha and "Bio-Hydrogenated Diesel (BHD)". Furthermore, we have shown our commitment to developing products that are environmental friendly by launching our energy saving vehicle, the Camry Hybrid, in 2009. To this end, Thailand also has the honor of hosting the first manufacturing facility for hybrid engines in Asia Pacific.

From a production perspective, our company not only conducts environmentally friendly practices according to our long-term environmental policy, but also aims to set up Ban Pho plant to be Sustainable model plant. In addition to using Clean technologies, ECO-Forest activity by planting 100,000 native plants in Ban Pho plant area was implemented on last August. This area was also adapted to be a better habitat for plants, animals and other native organisms. The Biotope learning center was also opened in the area as the learning site of environmental information. In addition, the reforestation project has been extended to suppliers and dealers of Toyota. The goal of this project is to plant 1 million seedlings within 5 years to support Toyota Ban Pho plant's goal of becoming a nursery for distribution of the plants to project volunteers.

Additionally, Toyota is one of the first companies to pay attention to sustainably solving Global Warming. We have conducted activities to campaign, educate and raise awareness on natural resources and environmental conservation to society. The activities include the Stop Global Warming Project; the Mangrove Reforestation Project; the Environmental Seminar; Afforestation and Environmental Development Volunteers for HM the King Project; the Education for Sustainable Development Center, Phetchaburi Province; and the Natural Observation Center of the Royal Thai Army, Samutprakam province for being the center for learning and raising awareness on natural conservation for youths, communities and society.

All these accomplishments are due to the commitment and teamwork of every Toyota employee. We still engage in creating activities for driving Thai society in consistent growth, to advance toward harmonious and sustainable society as our mission "Toyota for Thai society".





# CORPORATE PHILOSOPHY

Toyota Motor Thailand Co., Ltd. (TMT) is committed to supporting sustainable development society along with continuous industrial development as well as developing high quality product and services.

Without continuous effort, TMT has adopted the procedure and management techniques under Toyota Guiding Principles which were first introduced by Toyota Motor Corporation, Japan in 1992 and revised in 1997. The Toyota Guiding Principles reflect the main concept of Toyota Motor Corporation that expected all affiliations and business partner to corporate in sharing the basic principles and pay contributions to society along with business operation





# **Toyota Guiding Principles**

- Honor the language and spirit of the law of every nation and undertake open and fair corporate activities to be good corporate citizen of the world.
- Respect the culture and customs of every nation and contribute to economic and social development through corporate activities in communities.
- Dedicate ourselves to providing clean and safe products and to enhancing the quality of life everywhere through all our activities.
- Create and develop advanced technologies and provide outstanding products and services that fulfill the needs of customers worldwide.
- Foster a corporate culture that enhance individual creativity and teamwork value, while honoring mutual trust and respect between labor and management.
- 6. Pursue growth in harmony with the global community through innovative management.
- Work with business partners in research and creation to achieve stable, long-term growth and mutual benefits, while keeping ourselves open to new partnerships.

### Vision

- 1. Be one of the leading core companies of Toyota within its global network operations.
- 2. Be the most admired and respected automobile company in Thailand.

### Mission

- 1. Strengthen operation and encourage collaboration within the Asia Pacific Region.
- 2. Achieve dominant customer satisfaction and market share.
- 3. Ensure safety as the first priority in all corporate fundamental activities.
- 4. Create a better quality society through meaningful social contributions.

### Corporate Principle

1. Employ continuous improvement by means of challenge and change

No matter how well we perform, we never stop improving. We are committed to continuous improvement to cope with current challenges and imminent changes.

2. Respect people and their needs

We are dedicated to building trust, satisfaction, harmony and teamwork. We care for long-team benefits of our stakeholders.

3. Pursue excellence in customer satisfaction

Being aware that customers are key to our success, we serve not only domestic, but also international demands. We are concerned about the future demands as well.

4. Dedicate ourselves to the highest standards

We not only achieve high standards at present, but we also set the new standard for the industry in terms of quality, technology, performance and responsibility. We will deliver products and services that exceed customer's expectation

Adopt a spirit of social responsibilities to our communities and the environment We aim to morally support economics and society as well as the environment.

# The Toyota Way 2001

The Toyota Way 2001 is an ideal, a standard and a guiding beacon for the people of the global Toyota organization. It expresses the beliefs and values shared by all of us. The Toyota Way 2001 is based on the Guiding Principles at Toyota, which define the mission of Toyota as a corporation and the values the company delivers to customers, shareholders, associates, business partners and the global community. The Toyota Way 2001 defines how the people of Toyota perform and behave in order to deliver these values. It functions as the autonomic nervous system for Toyota organizations.

The concepts that make up the Toyota Way 2001 transcend language and nationality, finding application in every land and society.

The Toyota Way 2001 is supported by two main pillars. They are "Continuous Improvement" and "Respect for People". We are never satisfied with where we are and always improve our business by putting forth our best ideas and efforts. We respect people, and believe the success of our business is created by individual efforts and good teamwork.

All Toyota team members, at every level, are expected to use these two values in their daily work and interactions.

# Continuous Improvement

### Challenge

We form a long-term vision, meeting challenges with courage and creativity to realize our dreams.

- · Creating Value through Manufacturing and Delivery of Products and Services
- Spirit of Challenge
- Long-range Perspective
- Thorough Consideration in Decision-making

### Kaizen

We improve our business operations continuously, always driving for innovation and evolution.

- · Kaizen Mind and Innovative Thinking
- · Building Lean Systems and Structure
- Promoting Organizational Learning

### Genchi Genbutsu

We practice Genchi Genbutsu... go to the source to find the facts to make correct decisions, build consensus and achieve goals at our best speed.

- Genchi Genbutsu
- Effective Consensus Building
- · Commitment to Achievement

# Respect

We respect others, make every effort to understand each other, take responsibility and do our best to build mutual trust.

- · Respect for Stakeholders
- Mutual Trust and Mutual Responsibility
- Sincere Communication

# Respect for People

## **Teamwork**

We stimulate personal and professional growth, share the opportunities of development and maximize individual and team performance.

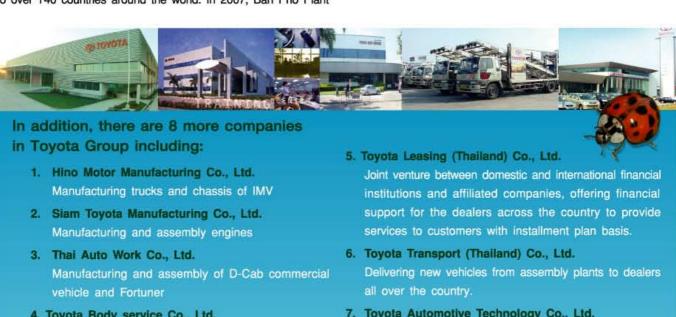
- · Commitment to Education and Development
- · Respect for the Individual; Realizing Consolidated Power as a Team

# Company Overview

Toyota Motor Thailand Co., Ltd. (TMT) is the largest automobile manufacturer in Thailand. It was established on Oct 5<sup>th</sup>, 1962. Current capital investment is about 7,520 million baht (US\$ 190 million). Toyota Motor Thailand has 4 automobile manufacturing plants including Samrong Plant (commercial vehicles), Gateway Industry Plant (passenger cars), Thai Auto Work Plant (commercial vehicles) and Ban Pho Plant (commercial vehicles). Total capacity of these 4 plants is approximately 550,000 units per year. In addition to automobile assembly, Toyota Motor Thailand imports and exports vehicles and parts to over 140 countries around the world. In 2007, Ban Pho Plant

was established in Chachoengsao Province to meet the increasing demand of commercial vehicles domestically and internationally with a capacity of 110,000 units per year. Moreover, Ban Pho Plant will be the flagship of Sustainable Plant for the growth of Toyota Motor Thailand.

TMT's Head Office is located in Samrong Tai Sub-district, PhraPradang District, Samut Prakarn Province. The number of employees is more than 12,000 persons. TMT has divided the operation into 6 main divisions including marketing, production, technical, administration, special unit and Toyota institutes.



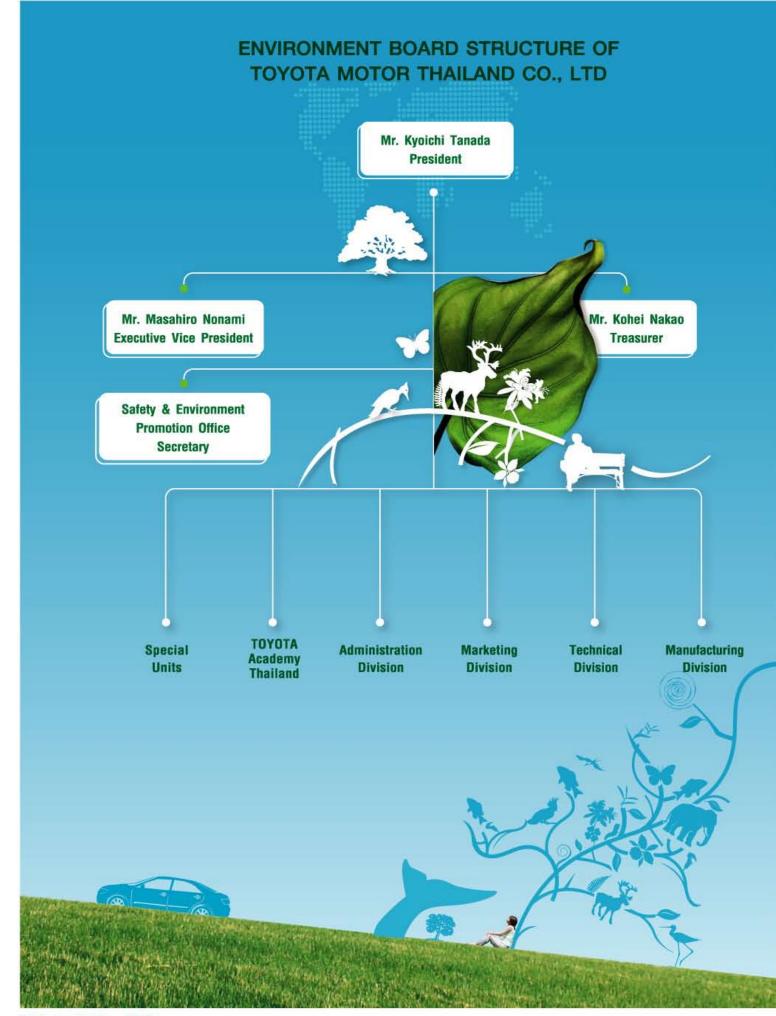
- 4. Toyota Body service Co., Ltd.
  - The largest Toyota body repairing and painting service center in the South East Asian region, with 120 repair slots for servicing 12,000 cars per year.
- 7. Toyota Automotive Technology Co., Ltd. Operating private school (Toyota Automotive Technology School) for high vocational certificate in industrial techniques, automotive branch.





Not only Toyota Motor Thailand which plays a key role as core production base in Thailand, but Toyota Motor Asia Pacific Engineering & Manufacturing (TMAP-EM) was also established and integrated with Toyota Technical Center Asia Pacific (TTC-AP) in April 2007. The core business is to enhance production and Service parts sourcing and trading network in Asia Oceania, support manufacturing and engineering programs to affiliate in Asia Oceania and generate world class R&D to meet diversifying and increasing demands of Asia Oceania market

As part of TMAP-EM, the Toyota Parts Center Asia Pacific (TPC-AP) was also established as the regional parts depot, thereby completing the global Toyota parts supply network. TMAP-EM enables local and regional personnel to develop the diversified skills they need to meet world-class standards.



# **ENVIRONMENT, OCCUPATIONAL HEALTH AND SAFETY** POLICY OF TOYOTA MOTOR THAILAND CO., LTD.





- 1. Toyota Motor Thailand Co., Ltd. (TMT) will be strictly complied with laws and regulations relating to the company's operation and commit to achieving environmental goals and targets.
- 2. Toyota Motor Thailand Co., Ltd. (TMT) will be dedicated to continual improvement on environmental protection and pollution control by:
  - · Reducing environmental impacts caused by raw materials and production processes by evaluating their impacts before using new materials or implementing new processes.
  - · Reducing energy consumption and emission and waste to the environment.
- 3. Toyota Motor Thailand Co., Ltd. (TMT) commits to making the employees understand and aware of environmental issues to ensure effective environmental management.
- 4. Place emphasis on local community participation and enhance cooperation in environmental conservation activities.

# Occupational Health and Safety Policy of Toyota Motor Thailand



Toyota Motor Thailand Co., Ltd. shall promote safety among employees, stakeholders, customers, and general public in our business operation. We shall attempt to prevent accidents, injuries, and illness from occupation with the cooperation from all employees. We are committed to continuous efforts in identifying and mitigating or controlling of risks involved in our business operation. In order to follow the mentioned policy, we shall:

- 1. Implement and develop occupational health and safety management system according to TIS 18001 and OHSAS 18001 and to be compiled with laws and regulations or other agreements that have been committed.
- 2. Improve and prevent hazards from machines, tool, fire, chemicals and hazards of moderate level and above as well as all levels of risks in the organization by setting annual occupational health and safety objectives and communicating to all stakeholders for implementation and continuous improvement.
- 3. Provide support in human resources, time, budgets and appropriate and adequate trainings.
- 4. Announce to employees, contractors and operators that safety during business operation is everyone's responsibility as well as beyond work.
- 5. Review and evaluate performance to keep tracks of progress and to ensure compliance of safety policy.



# **Environment and Social Awards**



The fiscal year 2009 was a year of success and pride for Toyota Motor Thailand Co. Ltd. Toyota has invested in inspiration and achieved new goals while maintaining the top quality of our vehicles. Toyota has continuously strived to gain the highest satisfaction of every customer. In addition, Toyota is a leading organization who has made environmental and social responsibility their first priority. This can be seen from the winner prizes of "Thailand Energy Award 2009" and "Thailand ESCO Project Award 2008" from the excellent practices for energy conservation. The "Biological diversity conservation award of forest ecosystem" was offered to the Eco-Forest project conducted at Ban Pho plant. Moreover, to win the awards, the participation and spirit

of the staff and executives is vital. Toyota therefore emphasizes on strengthening our organization starting from within. We also won the "Hewitt Best Employers in Asia 2009" and the "Hewitt Best Employers in Thailand 2009". The more empowered the internal staff, the higher the work quality. According to the grant of "Thailand Automotive Quality Award 2008" (TAQA), Toyota earned up to 7 awards. Because Toyota recognizes business operations with greener heart, we have continuously strived to progress and develop ourselves in both product and service aspects and emphasized on creating better products and giving back to the society.

### Environment and Social Awards in 2008-2009



1. Toyota Gateway Plant won the winner prize of "Thailand Energy Award 2009"





2. Toyota Samrong Plant won the winner prize of "Thailand ESCO Project Award 2008"



3. Toyota Banpho Plant received "Biological diversity conservation award of forest ecosystem" from Office of Natural Resources and Environmental Policy and Planning -











# Corporate & Employee Related Award 2009



- 4. Thai Auto Works Co., Ltd. was rewarded "Hewitt Best Employers in Asia 2009"
- 5. Thai Auto Works Co., Ltd. was rewarded "Hewitt Best Employers in Thailand 2009"



**Hewitt Best Employers** in Asia 2009 **Hewitt Best Employers** in Thailand 2009







# Customers and Product Related Award 2008-2009



- 1 "Thailand Automotive Quality Awards 2008" from Ministry of Industry
  - Outstanding Sales Satisfaction for Passenger Car
  - · Outstanding After Sales Service Satisfaction for
    - Passenger Car
    - 1 Ton Pickup (2 consecutive year)
  - · Outstanding Initial Quality Satisfaction for

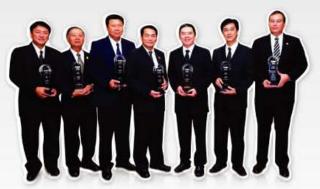
- Vios Small Passenger Car

- Camry Upper Medium Passenger Car

- Hilux Vigo 1-Ton Pick up 4 Door

- Fortuner MPV/ SUV (2 consecutive years)







# Awards and Achievements (Corperate and Employee Related Award) 🥏



year		Corperate and Employee Related Award
2551	2008	<ol> <li>The 1<sup>st</sup> Runner-up of "ASEAN Energy Award 2008" (Samrong Plant)</li> <li>Thailand Energy Award 2008 for Best Energy Management (Samrong Plant)</li> <li>Thailand Energy Award 2008 (Gateway Plant)</li> <li>Mr. Naoki Ono, President of TAW, was bestowed the Excellent Executive Award for Energy Management in Thailand Energy Award 2008</li> <li>Thailand ESCO Project Award 2008 (Gateway Plant)</li> <li>Excellent Labor Relation and Welfare Award (5 consecutive years)</li> </ol>
2550	2007	<ol> <li>Thailand Energy Award 2007 for energy conservation in the category of controlled plant (TAW)</li> <li>ASEAN Energy Award 2007 in Singapore (TAW)</li> <li>The Prime Minister Industry Award 2007 in The Best Energy Management and Quality Management Award. (Gateway plant)</li> <li>Excellent Labor Relation and Welfare Award (4 consecutive years)</li> </ol>
2549	2006	1. The Prime minister's best industry award from the ministry of industry 2. The Excellent Labor Relation and Welfare Award 2006 by the Ministry of Labour 3. The Excellent Labor Relation Award 3 years continuously (2004-2006) by the Ministry of Labour 4. The first runner up of the 6th outstanding TV commercial is "Friend of Nature" from The office of consumer protection. 5. 7 Awards of "Thailand Corporate Excellence Awards" (Out of 9 awards)  Excellence awards were for:  Commitment to Innovation  Marketing Excellence  Commitment to Product Quality and/or Service Quality  Certificate awards categorized as follows:  Commitment to Social and/or Environmental Issues  Commitment to Energy Saving  Commitment to Human Resource Management  Overall Corporate Excellence
2548	2005	<ol> <li>The Prime minister's industry award for quality management category from the ministry of industry (Samrong plant)</li> <li>International award from TMC; distributor of the year 2005 award from 2005 CS kaizen marathon conference Kuala Lumpur, Malaysia</li> <li>The Excellent Labor Relation and Welfare Award 2005 by the Ministry of Labour</li> <li>The Excellent Labor Relation Award 3 years continuously (2003-2005) by the Ministry of Labour</li> <li>The best safety award for occupational health and working environment from the ministry on labour 4 years continuously (Gateway plant).</li> </ol>
2547	2004	<ol> <li>The Prime minister's industry award for productivity management category from the ministry of industry (Samrong plant).</li> <li>The Best safety award for occupational health and working environment from theministry on labour (Gateway plant).</li> <li>The Excellent Labor Relation and Welfare Award 2004 by the Ministry of Labour</li> </ol>
2546	2003	<ol> <li>The Prime minister's industry award for Environment management category from the ministry of industry (Samrong plant).</li> <li>The best safety award for occupational health and working environment from theministry on labour (Gateway plant).</li> <li>The Excellent Labor Relation and Welfare Award 2003 by the Ministry of Labour</li> </ol>
2545	2002	<ol> <li>The Prime minister's industry award for safety management category from the ministry of industry (Samrong plant).</li> <li>The best safety award for occupational health and working environment from the ministry of Labour (Gateway plant).</li> </ol>
2544	2001	<ol> <li>The certificate of admirable industry "Commitment to the excellent industrial standard on environmental quality preservation" from the industrial standard on environmental quality preservation" from the ministry of industry (Gateway plant)</li> <li>The Excellent practice for drug prevention and solution at workplace from the department of labour protection and welfare of chachoengsao province (Gateway plant)</li> </ol>
2543	2000	<ol> <li>The Prime minister's industry award for safety managementCategory from the ministry of industry (Gateway plant)</li> <li>The certificate of admirable industry "Environmental management" from the ministry of industry (Samrong plant)</li> <li>Healthy workplace from department of health from the ministry of public health (Gateway plant)</li> </ol>

# Awards and Achievements (Customers and Product Related Award) 🖊



year		Customers & Product Related Award					
2551	2008	"Thailand Automotive Quality Awards 2008     Outstanding Sales Satisfaction for Passeng     Outstanding After Sales Service Satisfaction	ger Car on for				
2550	2007	Toyota Motor Thailand Co., Ltd. received 7     the organizer of the "28th Bangkok Internat     Best passenger car 2 rewards	"Car of the Year 2007" awards from GrandPrix International Co., Ltd. tional Motor Show" at Bitec, Bang Na.  the excellent sub-compact hatchback car. the medium-sized passenger car with engine less than 2,500 C.C. the exceptional SUV with diesel engine (3rd consecutive year).				
		Hilux Vigo 3.0 G Hilux Vigo Prerunner 3.0 E Toyota Hilux Vigo 3.0 G  Car of the Year Award 2007" for the treme the organizer of the "28th Bangkok Internat Two rewards of "Thailand Corporate Excelle Marketing Excellence. Product and / or Service Quality	ence Awards":				
2549	2006	Fortuner 3.0 V Hillux Vigo 3.0 G, Extra Cab, 4V Hillux Vigo 3.0 G, 2WD Toyota  2. J.D. Power Asia Pacific Award 2006 from the					
		Yaris     Corolla Altis     Hillux Vigo, Standard Type     Hillux Vigo, Prerunner     Hillux Vigo, Double Cab  3. "Thailand Automotive Quality Award 2006" (     "Sale Quality Award" for Comment     "Product Quality Award" for:     Corolla Altis     Camry     Wish					
2548	2005	1. "Car of the Year Award 2004" in the 26th 8 Fortuner 3.0 V Hillux Vigo 3.0 G, Extra Cab, 4W Hillux Vigo 3.0 G, Double Cab, 4 Hillux Vigo 3.0 G, 2WD  2. "Initial Quality Satisfaction (IQS) Award 200 Corolla Altis Hillux Vigo, Standard Type Hillux Vigo, Extra Cab Hillux Vigo 3.0 G, 2WD	Best SUV: diesel engine  VD Best Pick-up: Cab, 4WD  4WD Best Pick-up: Double Cab, 4WD  Best fuel efficiency: 3000 CC.				



year		Customers & Product Related Award				
2548	2005	3. "Thai Automotive Quality Award (TAQA) 2	2005" granted at Ministry of Industry			
		Soluna Vios	Small-sized saloon			
		Camry	Large-sized saloon			
		Fortuner	SUV			
		Hilux Vigo	1-ton Pick-up truck: 2-door, 4WD			
		Hilux Vigo	1-ton Pick-up truck: 4-door			
2547	2004	"Car of the Year Award 2004" in the 25th E	Banokok International Motor Show:			
	1,000,000	Camry 2.4Q	Medium size passenger car, not more than 2.4 cc engine			
		• Wish	SUV			
		Sport Cruiser 3.0	1-ton Pick-up truck: Double Cab, 4WD			
		Hilux Tiger D4D 2.5E	1-ton Pick-up truck: 2WD			
		Hilux Tiger D4D	1-ton Pick-up truck: Saving and pollution-free technology			
2546	2003	1. "Car of the Year Award 2003" :				
		Hilux Tiger	Pickup Truck of the Year Award, 2WD			
		Hilux Tiger	Best fuel efficiency Pick-up Truck of the Year Award			
		Soluna Vios	Passenger Car of the Year Award, not more than 1500 CC.			
		2. "Outstanding Sale Agent Service Award"	by J.D. Power & Associates for 2nd year.			
		3. "Thailand Automotive Quality (TAQA) Awa	ard 2003" for 6 rewards: Sale quality: commercial 1-ton Pick-up truck:			
		Sale quality:	commercial 1-ton Pick-up truck:			
		After-sale services:	passenger cars category.			
		Sale quality:	commercial 1-ton Pick-up truck.			
		After-sale services:	passenger car			
		After-sale services:	commercial 1-ton Pick-up truck.			
		Product:	small passenger car (Soluna Vios)			
		Product:	commercial car, 2 doors and 4WD (Hillux Tiger D4D)			
		Product:	SUV (Sport Rider)			
		4. "Super Brand Performance Award 2003"	granted by Reader's Digest.			
2545	2002	"Car of the Year Award" from Bangkok In	nternational Motor Show in March 2002 as follows:			
		Hilux Tiger D4D 2.5	1-ton Pick-up truck: Modern Technology			
		<ul> <li>Hilux Tiger D4D Extra cab</li> </ul>	1-ton Pick-up truck: 4WD			
		Sport Rider D4D	SUV: Diesel engine			
		Corolla Altis 1.8 G	Sedan Vehicle : Less than 1,800 cc			
		2. "Thailand Automotive Quality Award" as f	follows:			
		<ul> <li>Quality automotive business with</li> </ul>	respect to sale quality, pickup category.			
		<ul> <li>Quality automotive business with</li> </ul>	respect to after-sale quality, pickup category.			
		<ul> <li>Quality automotive business with</li> </ul>	respect to product, small passenger car (Corolla Altis)			
		<ul> <li>Quality automotive business with</li> </ul>	n respect to one-ton pick-up (Hilux Tiger D4D)			
		3. "Customer satisfaction Award 2002 on A	gent Services" granted by J.D. Power & Associates.			
2544	2001	1. "Car of the Year Award 2001" as follows	ş			
	3.01007	Hilux Tiger SR5 3.0 1KZ	1-ton Pick-up: 4WD			
		• Lexus LX 470	Off-road SUV: Engine 3,000 CC.			
		2. "J.D. Power No. 1 Award 2001 for Qualif	ty Medium-sized Passenger Car" given by J.D. Power & Associates.			
2542	1999	"Car of the Year Award 1999"				
	300	Corolla Altis 1.8	Passenger Car: Engine 1,501-1,800 CC.			
		Land Cruiser Prato	4WD Car: Engine 3,000 CC.			
		Hilux Tiger 4WD	Bestseller 4WD Pick-up			
		Hilux Sport Rider	Best designed Car			
			. <del>.</del>			



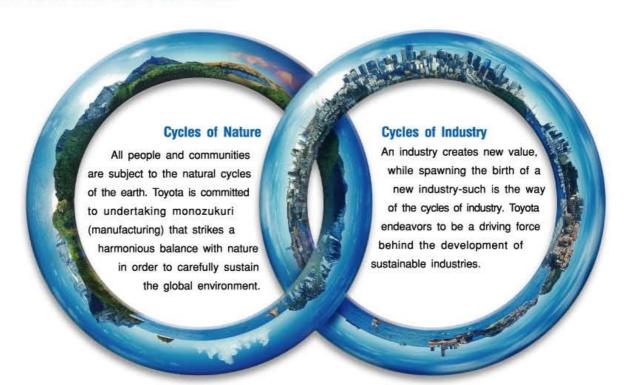
# **Toyota Global Vision 2020**

The environment surrounding the automotive industry is undergoing drastic changes, with economic development accelerating in a number of regions throughout the world and environmental and energy-related issues having an impact on a global scale. Amid these changes Toyota endeavors to remain a useful member of the global and local communities and toward this end has formulated its "Global Vision 2020", which provides a future vision for Toyota's place in the world.

TOYOTA GLOBAL VISION 2020 Open the Frontiers of Tomorrow through the energy of people and technology

Currently, Toyota is employing "Open the Frontiers of Tomorrow" as the slogan for Global Vision 2020. This slogan expresses the commitment of Toyota and every employee to create a path to a new world and to work steadily towards the realization of society's dreams. This progress is to be achieved "through the energy of people and technology".

## Where Toyota would like to be in 2020



As it looks ahead to 2020, Toyota believes that re-examining the relationship between nature and industry and pursuing harmony between monozukuri, people, society in general, and nature is extremely important. Also, by seeking harmony between monozukuri and the cycles of nature, Toyota is helping promote efforts toward finding a harmonious balance between the cycles of nature and the cycles of industry. We believe that it is our mission to tackle challenges in new fields in order to achieve this.

# **Environmental Accounting**

	Item	Description	Amo	ount (April	Amount (April 07 - March 08)			Amount (April 08 - March 09)			Performance
	,,,,,,,	Бозоприон	Samrong	Gateway	Ban Pho	Total (Bt)	Samrong	Gateway	Ban Pho	Total (Bt)	April 08 - March 09
	Expenses related	Waste processing	5,026,290	2,277,518	6,109,095	13,412,903	4,471,299	3,122,001	3,054,193	10,647,492	**Down by 21%
92	to environmental measures	Wastewater treatment	8,402,741	2,165,752	4,127,373	14,695,866	7,378,350	3,426,038	5,443,442	16,247,830	Up by 11%
nance Costs	,	Monitoring cost (Wastewater, Air Quality, Soil and Groundwater)	1,851,000	1,293,100	5,625,610	8,769,710	1,971,793	1,310,000	3,661,287	6,943,080	**Down by 21%
Maintenance	Environmental wages	Wages			٠	10,821,657		٠	3	10,907,732	Up by 1%
	Awareness - building expenses	Environmental report		12 <b>7</b> 3		500,000				420,510	**Down by 16%
		Awareness-building medias	1,50	(E)		23,000,000			180	18,000,000	**Down by 22%
		Prevention of Air pollution (Stack Identification)	31,000	7/2	22	31,000	ي	2	92	2	¥
120	Plant and equipment investment with the primary	Prevention of Wastewater pollution (S/R WWTP model plant, G/W MBR)	9,358,327	15,000,000		24,358,327	6,000,000	2,500,000	140,000	8,640,000	***Down by 65%
stments	objective of improving the environment	Energy saving project	64,297,276	4,829,519	-3	69,126,795	4,400,000	14,505,000	4,180,000	23,085,000	**Down by 67%
tal Inve	the divisorment	Soil and Groundwater Monitoring wells Installation	782,000	666,000	768,000	2,216,000	1	- a	NE.	ş	****
Environmental investments	Environment	Social contribution / contributions to environmental organizations		1485 1485		33,021,695	ű	4	120	40,000,000	Up by 21%
, <b>ш</b> ,	- related general expenses	Surveys, education and training	100	16.	÷	1,761,954	2	<u>.</u>	76	660,000	**Down by 63%
		ISO certification acquisition related expenses	235,000	345,140	719,500	1,299,640	292,000	570,000	300,000	1,162,000	**Down by 11%

### \*Notes

- \* Wastewater Model Plant of Toyota Asia Pacific activities such as
  - · Samrong : Install online system in waste water treatment process
  - · Gateway : Install Membrane Bio-Reactor (MBR)
  - · Ban Pho : Install Flow Meter system in wastewater treatment plant
- \*\* The expenditure of the fiscal year 2009 (April 2008 March 2009) decreased due to Continuous improvement activities with lower investment.
- \*\*\* The expenditure of the fiscal year 2009 (April 2008 March 2009) decreased because the Gateway plant installed the waterborne paint system in the fiscal year 2008 (April 2007 - March 2008). This system causes high level of COD value; therefore, the waste water treatment system had to be set up by installing the Membrane Bio-Reactor (MBR).
- \*\*\*\* The expenditure in quality monitoring of soil and ground water of the fiscal year 2009 (April 2008 March 2009) decreased since the monitoring wells have already been installed in FY2008. Consequently, there was only quality monitoring in FY2009



# Result of Environmental Performance following 5 Years **Environmental Action Plan**

# Global warming



Item	Activity/Target (April 2008 - March 2009)	Achievement (April 2008 - March 2009)	Goals (5-year plan)
Management of CO2 emission from TMT and subsidiaries to reduce CO2 emission by following the 3 concepts of TMC policy, namely, production, logistics and after-sales service	Production TMT*  CO2 = 0.310 tons/unit Samrong CO2 0.284 tons/unit Gateway CO2 = 0.357 tons/unit Ban Pho CO2 = 0.349 tons/unit Thai Auto Works CO2 = 0.172 tons/unit  Production  Logistics Reduced CO2 by 5% of the estimated yearly emission	TMT* $CO_2 = 0.314 \text{ tons/unit}$ $Samrong$ $CO_2 = 0.286 \text{ tons/unit}$ $Gateway$ $CO_2 = 0.340 \text{ tons/unit}$ $Ban Pho$ $CO_2 = 0.398 \text{ tons/unit}$ $Thai Auto Works$ $CO_2 = 0.182 \text{ tons/unit}$ $Reduced CO_2 \text{ by } 3\%$ of the estimated yearly emission	TMT*  CO <sub>2</sub> = 0.306 tons/unit Samrong  CO <sub>2</sub> = 0.242 tons/unit Gateway  CO <sub>2</sub> = 0.306 tons/unit Ban Pho  CO <sub>2</sub> = 0.287 tons/unit Thai Auto Works  CO <sub>2</sub> = 0.141 tons/unit  Reduced CO <sub>2</sub> by 10% of the estimated emission by 2011
	After-sales service  Aim to achieve by January 2009, promote the Energy Saving project to Dealers.	Prepared new Model Dealer about energy reduction; a pilot center is the Toyota Paragon Service Center On-going operation and data collection for the publication of the Energy Saving Handbook for Dealers.	Reduce 10% energy consumption by service center of all Dealers as compared to the energy consumption in 2006.
Promote the development of technology for the highest efficiency in gasoline consumption     Collaborate among TMC,     TMAP-EM and many organizations in supporting social activities for alternative energy	Support research project on the development of biodiesels from Jatropha in collaboration with Kasetsart University, PTT and TMAP-EM     Support research project on the development of bio-hydrogenated diesel, which in collaboration with PTT, TMAP-EM and TMT	The research is on-going. The project period is 3 years in collaboration with Kasetsart University, PTT and Royal Thai Government.	Promote and develop clean energy such as gasohol E20, hybrid, natural gas (NGV) and alternative-fuel car to the public
Promote the development of a clean-energy vehicle     To optimize the specially designed and modified car	Improve Camry, Altis, Vios and Yaris car to use E20     Develop hybrid system for internal assembly cars	Achieved target     The project is on-going and will be launched to the market in midyear 2009	Promote and develop vehicle consuming clean energy such as gasohol E20, hybrid, natural gas (NGV) and alternative-fuel car to the public
Collaborate with government in the improvement of dynamic traffic conditions     Collect data of fuel consumption for calculating pollution rate	Meeting for monitoring the progress of the collaboration with the government     Conduct the seminar on the Intelligent Traffic System (ITS) at BITEC	The improvement of traffic conditions reached the goal by implementing the following activities:  • Conducted memory of understanding ceremony in the implementation of the project  • Found the radio station for broadcasting  • Conducted the seminar on the Intelligent Traffic System  • Developed working program of the Intelligent Traffic System	Initiate the improvement of traffic conditions in cooperation with government agencies

<sup>\*</sup>Environmental data of Samrong plant, Gateway plant, Ban Pho plant and Thai Auto Works Co. Ltd.



İtem	Activity/Target (April 2008 - March 2009	Achievement (April 2008 - March 2009)	Goal (5-year plan)	
Reduce wastes				
Production  Promote effective use of resources to further contribute to realization of a recycling-based society	Reduce wastes at sources Increase recycling of used resource by returning them to producers of suppliers Continue to develop and improve waste management systems such as separation of waste oil from use oil, and classification of contaminate wastes Reduce organic wastes from the consumption of employees, usin Organic Waste Composting Machin Implement Beverage Carton Recyclin Project	e ch d d e g		
	Target  TMT* = 5.30 kg/unit Samrong = 6.33 kg/unit Gateway = 4.05 kg/unit Ban Pho = 7.78 kg/unit Thai Auto Works = 3.67 kg/unit	TMT* = 6.12 kg/unit Samrong = 6.64 kg/unit Gateway = 4.53 kg/unit Ban Pho = 8.72 kg/unit Thai Auto Works = 3.89 kg/unit	TMT* = 4.21 kg/unit Samrong = 4.71 kg/unit Gateway = 3.40 kg/unit Ban Pho = 5.79 kg/unit Thai Auto Works = 2.00 kg/unit	
Logistics 2006 : Grasp Situation (Part Supply and Service parts)	Set a target to reduce the use of packaging within 5 years	Completed target setting on October 2008	Can reduce use of packaging materials by 8% by 2011	
After-sale service Recycled public relation media campaign	Reusable materials for producing press releases	Under Operation	2011: All recycled materials shall be used in public relations media of dealers	
Water Consumption Reduction  Control water consumption in process by focusing on cubic meter/unit (m³/unit)	Recycled water and treated water use as much as possible			
meterionic (miraniy	TMT* = 2.87 m³/unit Samrong = 2.37 m³/unit Gateway = 3.12 m³/unit Ban Pho = 3.90 m³/unit Thai Auto Works = 1.47 m³/unit	Gateway = $2.97 \text{ m}^3/\text{unit}$ Ban Pho = $3.19 \text{ m}^3/\text{unit}$	TMT* = $2.14 \text{ m}^3/\text{unit}$ Samrong = $1.54 \text{ m}^3/\text{unit}$ Gateway = $2.58 \text{ m}^9/\text{unit}$ Ban Pho = $3.20 \text{ m}^3/\text{unit}$ Thai Auto Works = $1.10 \text{ m}^9/\text{unit}$	

# Eliminate use of 4 SoCs



Develop pre-assessment system     and eliminate the use of SoCs     no use of Chemical in Banned     list in production	- All Toyota products are hazard free.	Develop the Camry, Vigo, Altis and Vios cars to be free from SoCs materials (Achieved 5 years target)	All Toyota products are voluntary in line with the provision on SoCs elimination in 2007
Being a leader in production of environmental friendly products		(Admissed 5 years target)	

# Atmospheric Quality Reduce emission to improve air quality 🧶



	- Collaborate with the marketing	On going (All car models are EURO	On going (All car models are EURO	All Toyota car models are
	department for conducting	3 certified.)	3 certified.)	developed according to EURO
	marketing research to approach			4 standard.
c	new product promotion			
	200 400			3

<sup>\*</sup>Environmental data of Samrong plant, Gateway plant, Ban Pho plant and Thai Auto Works Co. Ltd.

# Atmospheric quality: Emission of volatile organic compounds (VOC)



Item	Activity/Target		Achievement		Goal	
	(April 2008 - March 2009)		(April 2008 - March 2009)		(5-year plan)	
Reduce emission of air pollutiants to surrounding environment; for better atmospheric quality	Samrong	= 49.00 g/m <sup>2</sup>	Samrong	= 48.79 g/m <sup>2</sup>	Samrong	= 47.90 g/m <sup>2</sup>
	Gateway	= 34.00 g/m <sup>2</sup>	Gateway	= 33.88 g/m <sup>2</sup>	Gateway	= 24.90 g/m <sup>2</sup>
	Ban Pho	= 34.00 g/m <sup>2</sup>	Ban Pho	= 35.10 g/m <sup>2</sup>	Ban Pho	= 24.90 g/m <sup>2</sup>
	Thai Auto Works	= 49.00 g/m <sup>2</sup>	Thai Auto Works	= 49.92 g/m <sup>2</sup>	Thai Auto Works	= 41.90 g/m <sup>2</sup>

# Strengthen Consolidated in Environmental Management



Assess environmental management system ISO 14001			
- To enhance strength in environmental management by implementing Toyota EMS (Environment Management System)	Compliance and no complaint     Reduce environmental risks     To be number 1 in environmental performance	Compliance and no complaint     No environmental accident     Being top in reduction of energy consumption in Asia Pacific	Renowned as the number 1 in energy conservation in Asia Pacific

# Promotion of environmental contribution to business partners $ot \!\!\!\!/$



Green Supply Chain: Request suppliers to follow regulations in the Green Purchasing Guidelines by 2011	All suppliers follow comply with regulation in Green Purchasing Guidelines 2007	There are 224 suppliers, 21 contractors and machine installation and transportation suppliers, who were certified to ISO 14001. (98% of goal achieved)	All 251 suppliers are ISO 14001 certified (100% of goal achieved) by March 2010.
Reduce environmental impacts in sales and after-sale services by promoting ISO 14001 acquisition to dealers	97% of service centers acquire ISO 14001 certificate (270 out of 292 Dealers)	263 out of 292 service centers acquire ISO 14001 certificate.	All Dealers acquire ISO 14001 certificate.

# Enhance of environmental education



To preserve and develop knowledge of the environment, safety and occupational health	Conduct training programs to provide knowledge on the environment, safety and occupational health plan to every employees	Conducted training programs to provide knowledge on environment, safety and occupational health to 90% of employees	To preserve and provide knowledge of environment, safety and occupational health to every employee
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# Cooperation with society



Be the most admired as the leading company in Thailand in theme of environment	Promote and support social activities on environmental aspects at community and national levels	Supported communities to conduct the following environmental projects:  1. Stop Global Warming Project Year 4 2. Environmental curriculum for a Pilot School, namely Triam Udom Suksa Nomklao Samutprakarn School, Samutprakarn province 3. Support Chulabhorn (Ladkwang) Technical College for ISO 14001 certificate 4. Mangrove Reforestation Project 5. Eco-Forest Project at Ban Pho plant (Extend to dealer and supplier across the country)	To be the most admired as the leading company in Thailand in theme of environment
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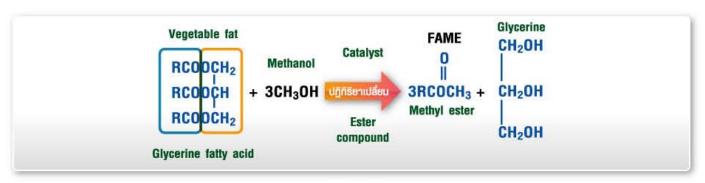
# Activities to achieve the 5-Year Environmental Action Plan Target

Bio-Hydrogenated Diesel (BHD)





Recently, biomass fuels receive more attention according to the vision of diversifying energy sources and reduction of CO2 emission. However, when it is about diesel oils, FAME (Fatty Acid Methyl Ester), which is made of vegetable oils (Palm oil, sunflower oil, rep seed oil, soybean oil, etc.), is used worldwide (Figure 1).



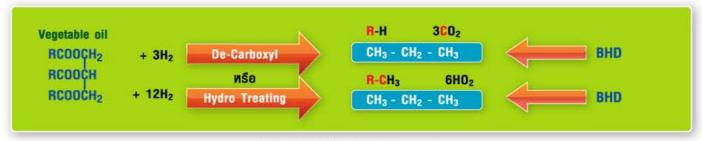
(Figure 1)

However, this fuel is double bond type (Unsaturated hydrocarbon), which may cause problems on consistency of oxidation reaction. Therefore, Thailand has adopted a program on ensuring the consistency of oxidation reaction and the maximizing the ratio of FAME (5%) in the mandatory standard for quality assurance methods to prevent defects of vehicles running on FAME. Meanwhile, many countries aim to use more than 5% of FAME.

In this regard, we aim for "Zero-Impact Biofuel" and start conducting the co-project among Toyota Motor Thailand Co., Ltd.,

Toyota Motor Asia Pacific Engineering and Manufacturing Co., Ltd. and PTT Public Co., Ltd. to develop BHD. The project period is about 3 years (2008-2011).

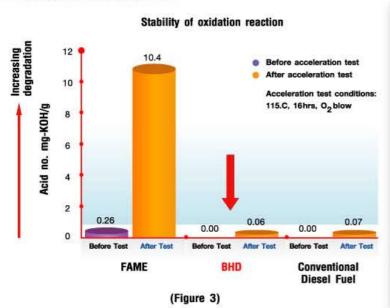
The development of this fuel is based on the idea of using paraffin, of which the double bond is dissociated by hydrogenation of vegetable oil. This is an application of direct distillation technology, which is presently the process of petroleum distillation. (It is potential both for petroleum distillation process and processes using specific distillation device).



(Figure 2 BHD production process)

Figure 2 shows a theoretical reaction of BHD production. Adding hydrogen causes the hydrogenation and de-carboxylation reactions to take place. The product of this reaction is paraffin, of which the structure is partially similar to the structure of the available biodiesel. Additionally, the used hydrogen can be converted into energy.

### Example of BHD properties



	Hydrogenated palm oil (BHD)	FAME plam	Diesel
Density, g/cm <sup>3</sup>	0.7852	0.8742	0.828
Flash point, °C	132	180	75
Kinematic viscosity (30 °C) mm <sup>2</sup> /S	4.140	5.510	4.063
Distillation property T10 °C	284.5	333.0	221.0
and condition T90 °C	301.0	359.0	337.5
Cetane number	101	62	60
Oxygen, Mass%	< 0.1	12	< 0.1
lodine value	0.1	59	0

Figure 3 shows the stability of the oxidation reaction, which may cause major problems for vehicles. The result shows that the oxidation reaction of BHD is as stable as that of biodiesel. Thanks to its properties and the other characteristics listed in Table 1, BHD is considered an excellent fuel.

### Conclusion

We expect that this environmental-friendly bio-fuel will be well-known and used extensively across Thailand. Presently, Toyota and PTT Public Co. Ltd. are planning to run a pilot driving test (mix more than 5% of BHD). This is one of our goals. Moreover, when looking around the world, many gasoline producers are developing fuels with the same concept. Such fuels include Petroplus (Brasil), NESTE OIL (Finland) and BP (UK). Therefore, we decided to support the Thai Automotive Industry Association and government agencies to conduct the research which can be implemented at industrial level.

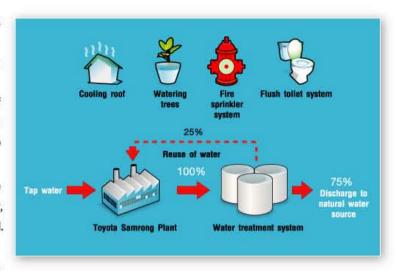


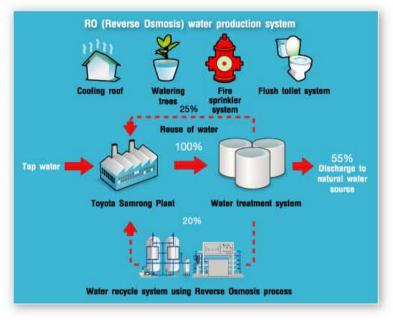
# Water conservation activity Toyota Samrong plant

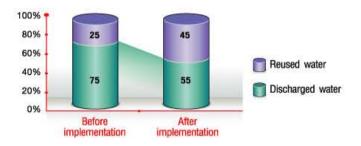
Toyota Motor Thailand Co., Ltd., Samrong Plant, realizes the importance of water resources and environmental conservation. The Plant has conducted many projects on reuse of treated water and utilization of the water in flush toilet system for watering trees, for watering plant roof to keep it cool, and in fire sprinkler system. 25% of the treated water is reused, and the rest is discharged to surrounding natural water sources.

Toyota Samrong Plant therefore has an idea to reuse treated water and get the highest benefit from it. Accordingly, "RO (Reverse Osmosis) Recycle Project" was established. Characteristics and properties of the RO water treated with the RO Recycle process system is similar to those of the RO water produced by a conventional RO production system using tap water as a raw material.

After installing the RO Recycle system and implementing at the Plant, the amount of discharged waste water can be reduced to 55%, and 45% of treated water can be reused. This activity contributes to less water pollution discharged to surrounding communities and lower consumption of water resources. In the future, we will show our commitment to achieving zero discharge of treated water.







Ratio of discharged and reused water before and after installing RO water production system

# Waste reduction activity Toyota Ban Pho Plant

There is a waste water treatment system and a water purifying system at Ban Pho Plant. These systems can be used to produce tap water for the Plant's use. Unfortunately, both of the treatment systems produce much sludge. The Plant therefore decided to reduce the sludge before disposing by pressing the sludge to remove water out using the filter press and belt press machines. The de-watered sludge is then exposed to the sun and spread to be less than 10-cm thick. A sun drying room was designed to be translucent in order to be heated and get solar energy effectively. The drying period is about 5-7 days, and the amount of sludge can be reduced to 172,340 kg/year or 14,362 kg/month. The sludge weight can be reduced approximately 35-40% or 1.68 kg/car a month. The development is continued to find a method for reducing the sludge weight more effectively.

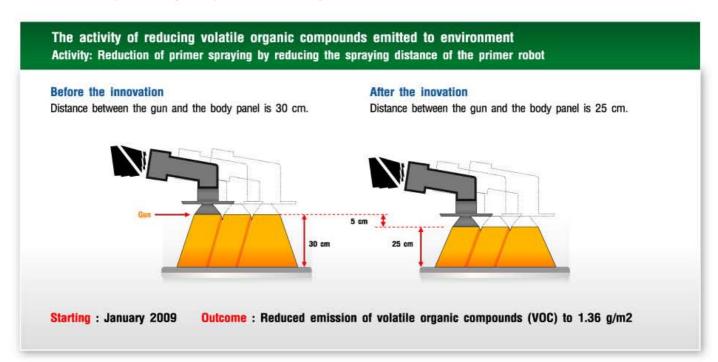
Kaizen: Reduce sludge weight in wastewater treatment plant Dry sludge by solar energy in the sludge drying room for 1 week Temperature: 30 - 45 °C **Advantages** · Can reduce sludge weight up to 1.94 kg/unit Can reduce disposal cost up to 5.43 baht/unit Reduce sludge weight

# The activity of reducing volatile organic compounds emitted to environment Thai Auto Works Co., Ltd.

The interesting activity of reducing volatile organic compounds (VOC) is the reduction of primer spraying in the primer spraying process. The spraying distance between the gun of the primer robot and the body panel was reduced from 30 cm to 25 cm (Reduced by 5 cm). This can reduce primer

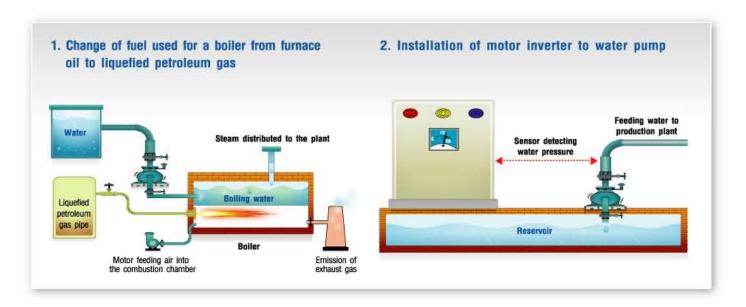
usage by about 10% from 2.71kg/car to 2.40 kg/car, and the standard quality of the car paint is preserved.

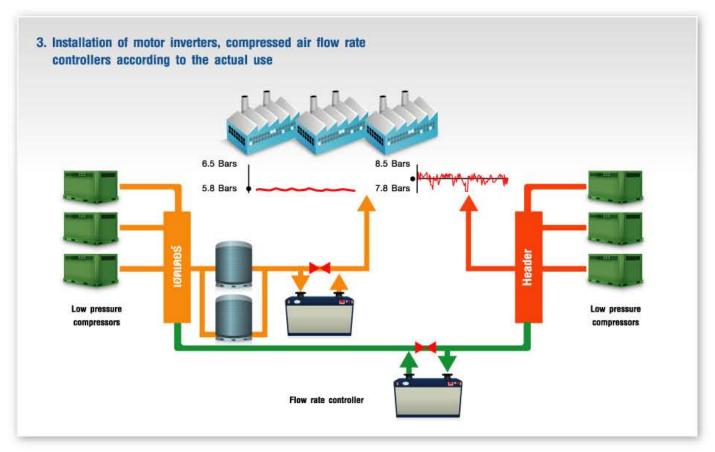
Furthermore, this activity can reduce emission of volatile organic compounds to the environment to 1.36 g/m2.



# Energy conservation activities **Toyota Gateway Plant**

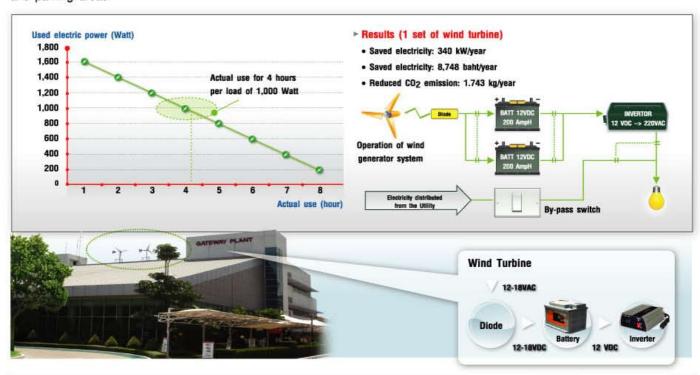
Toyota Motor Thailand Co., Ltd., Gateway Plant, has made a great effort to reduce energy usage and to utilize energy in the most useful and efficient way. This activity conforms to the assigned mission from Toyota Motor Corporation Japan to " be a leader in energy saving among the motor vehicle industry group ". Toyota Thailand therefore sets the energy policy and goal of energy saving to reduce energy usage continually year after year. This activity can be accomplished by the optimization of energy usage with no environmental impact. In 2008, there were many energy conservation activities conducted consecutively, for example:





# Energy saving activity: Electricity production **Toyota Gateway Plant**

According to the crisis on energy usage worldwide, Toyota Gateway Plant initiated using alternative energy by conducting a study on wind generator production. The management department of Gateway Plant developed a prototype wind generator for electricity production. The wind generator produces 1,500 Watt of electric power, and the electricity generated can be stored in a battery. This electricity was used in the lighting system in some areas of Gateway Plant such as administrative buildings and parking areas.





Continuing from the success of the Energy and Natural Resources Savings Contest launched last year (2008-2009), Toyota Motor Thailand then launched the contest for the Toyota Global Environmental Award for the third consecutive year. The objective of this activity is to motivate employees to initiate energy saving activities that can be actually used in the plant. The activity that won the first prize was used as an example for the other Toyota plants to meet the highest efficiency in reduction of carbon dioxide generation, which is the major cause of global warming.

In this year, all the energy saving initiatives from each plant were collected together and the amounts of energy saved by each activity were compared to find the winner. The decision criteria was the overall energy saving or the reduction of generated

carbon dioxide. The decision process was different from the last year's process, in which only the most outstanding activity from each plant was entered for the prize decision. This year, the winner was Toyota Gateway Plant, which received the first prize for the second consecutive year among the entries from 4 Toyota plants. This activity could reduce carbon dioxide generation up to 10,000 tonnes; as a result Toyota got many international honor awards in energy saving perspective at both national and regional levels in 2008, such as the first prize of the Thailand Energy Award 2008 for Gateway Plant, and the Thailand Energy Award on energy conservation aspect, regulated plant type and the first runner up of the ASEAN Energy Award 2008 for Samrong Plant, etc.

# **Environmental Performance Data**

ergy Cons	Energy Consumption	FY2008* (Apr.07 - Mar.08)	FY2009* (Apr.08 - Mar.09)	Difference (FY2009 - FY2008)
Electricity Co	Electricity Consumption (KWh)	212,685,510.00	181,695,313.00	-30,990,197.00
	Gasoline (kl)	387	34	*
	Diesel (KI)	3	- 4	₩.
Energy 1180	Heavy oil (kl)	2,366.47	569.99	-1,796.48
Per I Real	Kerosene (kl)	e	·	÷
	Natural gas (MMBTU)	540741.11	521083.00	-19,658.11
	LPG (m³)	12,231.27	11,848.05	-383.22
Total CO2 Em	Total CO2 Emission (TonCO2/ Unit)	0.337	0:330	-0.007

\*\* Data in FY2007 Include S/R, G/W, B/P, TAW

Waste A	V	FY2008* (Apr.07 - Mar.08)	FY2009* (Apr.08 - Mar.09)	Difference (FY2009 - FY2008)
	A. Volume of incinerated (tons)	2,724.66	3,112.99	388.329
	B. Volume of landfill waste (tons)	0	0	o
	C. Volume of waste recycled (tons)	3,687.71	73,968.56	70,280.849
Waste	Volume of waste generated (tons) (D = A + B + C)	6,412.37	77,081.55	70,669.178
	Percent of landfill waste (%) B / D	0	0	0
	Total landfill & incinerated waste (Kg/unit)	5.01	6.12	1,114

<sup>\*</sup>Data in FY2008 and FY2009 Include S/R, G/W, B/P, TAW

FY2008* (Apr.07 - Mar.08)	
ion 🖊	
Consumpti	
Water	

later Consumption	FY2008* (Apr.07 - Mar.08)	FY2009* (Apr.08 - Mar.09)	Difference (FY2009 - FY20
Water Consumption (m³)	1,634,375.45	1,222,073.80	-412,301.65
Water Consumption (m³/Unit)	3.00	2.69	-0.31

<sup>\*</sup> Data in FY2006 Include S/R, G/W, TAW

Paper Consumption	FY2008* (Apr.07 - Mar.08)	FY2009* (Apr.08 - Mar.09)	Difference (FY2009 - FY2008)
Paper Consumption (Baht)	7,244,000.00	4,201,197.00	-3,042,803.00

Note: "The volume of paper use in 2008 rose because of Banpho and TMAP-EM "The volume of paper usein 2009 include S/R, G/W, B/P (Exclude TAW)

	•		FY (Apr.07	FY2008 r.07 - Mar.08)			FY (Apr.08	FY2009 (Apr.08 - Mar.09)			Diffe (FY2009	Difference (FY2009 - FY2008)	
Water Quality	ily 🎤	S/R Plant	G/W Plant	B/P Plant	TAW	S/R Plant	G/W Plant	B/P Plant	TAW	S/R Plant	G/W Plant	B/P Plant	TAW
	pH Value	6.70	7.90	÷	06:90	6.80	8.00	7.00	6.70	01.0	0.14	7.00	-0.20
Treated Water	Total Dissolved Solids, mg/l	1162.90	720.66	•	1050.20	96.666	837.60	1011.53	1476.50	-162.94	116.94	1011.53	426.3
(Average	Suspended Solids, mg/l	4.36	43.21	÷	2.60	5.69	34.60	2.95	8.70	-1.67	-8.61	2.95	6.10
Value)	COD, mg/l	32.98	528.80	÷	55.10	28.29	567.88	31.24	86.40	-4.69	39.08	31.24	31,30
	BOD, mg/l	5.00	209.23	j.	2.90	4.43	252.09	2.39	5.30	-0.57	42.86	2.39	2.40
	Oil & Grease, mg/l	1.00	5.30	74	1.90	1.00	6.00	0.50	2.00	-0.06	0.74	0.50	0.10

<sup>\*</sup> further treated by central wastewater treatment system of Gateway Industrial Estate.

<sup>\*\*</sup> Data in FY2007 Include S/R, G/W, B/P, TAW

Chemical Substances  Zinc, mg/l  Chemical Nickel, mg/l release from Mercury, mg/l treated water (average value) Cyanide, mg/l Chromium (III), mg/l Chromium (VI), mg/l	FY:	FY2008 (Apr.07 - Mar.08)			F (Apr 0	FY2009			JIIO S	Difference	
Zinc, mg/l  Chemical Nickel, mg/l release from Mercury, mg/l treated water (average value) Cyanide, mg/l Chromium (III), mg/l Chromium (VI), mg/l					1000	(Apr.06 - Mar.09)			S00214)	- 112000)	
	S/R Plant G/W Plant	B/P Plant	TAW	S/R Plant	G/W Plant	B/P Plant	TAW	S/R Plant	G/W Plant	B/P Plant	TAW
	0.27 0.16	*:	0.20	0.228	0.176	0.41	0.50	-0.042	0.02	0.41	0:30
	0.00		N.D.	0.001	00:00		N.D.	-0.01	0.00	ž	3
	0.60 0.18	*	0.395	0.302	0.37	0.14	09:0	-0.298	61.0	0.14	0.21
	0.001 0.00	1	<0.005	0.0001	0.00	·	<0.005	-0.0011	00.00		0.00
	0.01 <0.025	ä	36	0.014	00.00	0.04		0.004	0.00	0.04	9
Chromlum (III), mg/l Chromlum (VI), mg/l VOCs, g/m²	0.01 <0.05	٠	<0.005	9000:0	0.00	7.	<0.005	-0.009	870	9	
Chromlum (VI), mg/l VOCs, g/m²	0.01 <0.05	¥	<0.005	0.001	00'0	<0.02	<0.005	-0.009	2.5	i	ď
VOCs, g/m²	0.01	36)	<0.005	0.001	0.00	<0.02	<0.005	-0.009	12.	ě	ā
	47.86		50.04		40.86		50.05		-7.00		0.01
TSP	2.53 3.45	35	14.34	11.60	13.15	17.28	3.09	9.07	9.70	17.28	-11.25
Air Emission Pb	0.12 0.50	9	0.01	0.09	0.02	1.75	0.15	-0.03	-0.48	1.75	0.15
(average value)	1.76		91.00	34.84	12.09	139.30	140.56	30.35	10.33	139.30	49.56
NO <sub>2</sub>	10,74 8.25	Ť	12'0	23.62	16.30	35.47	3.62	12.88	8.05	35.47	2.91
SOS	5.89 4.48	,		2.43	3.92	4.72	ė	-3.46	-0.56	4.72	ž
Xylene	0.79 0.83	<b>3</b>	4.28	3.42	0.55	58.29	20.18	2.63	-0.28	58.29	15.90



In the fiscal year 2009, Toyota Motor Thailand continued to conduct environmental activities in Thai society to develop the society strongly and sustainably. These activities supported and educated the surrounding communities and raised awareness to be the key to drive Thai society to grow sustainably. Such activities include the Stop Global Warming Project Year 4; the Mangrove Reforestation Project Year 5; Environmental Seminar for a third consecutive year; the project "Afforestation and Environmental Development Volunteers for HM the King" at Nam Bor Luang temple, Chiang Mai Province; and the Education for Sustainable Development Center; Phetchaburi Province. Additionally, activities for environmental safety and health care education were conducted in the surrounding communities.

To build up strong society and communities, the organization must start empowering them from within. Toyota therefore has set up activities for human resources support and development such as the Ethics Promotion, Realizing values and welfare of employees; the Internal Communication Activity to strengthen relationship and promote two-way communications within the organization; and the Human Resource Development through the training programs by the Toyota Academy. Toyota also emphasizes on the development of quality employees to service customers after sale; this development programs are conducted by the Toyota Education and Training Center. Moreover, Toyota gives first priority to occupational health and safety. The related activities include the Internal Safety Support Activity; the Smart & Slim Project; and Establish Center of Driving Instruction and Skill Development for drivers, which is conducted by the cooperation with the Department of Land Transport and being part of the White Roads Project continued for the 20th consecutive year.

Toyota emphasizes on safety and environment not only for ours organization, but also for the business partners. The support activities promoting environmental contribution from Toyota's suppliers and for environmentally friendly product use by Toyota dealers were launched. Additionally, we are engaged in creating our products and services to gain the highest satisfaction from our customers. These activities are only part of driving the organization to be a leader not only from the quality and service perspectives, but also in quality internal employees and the surrounding communities to eventually contribute to the harmonious development of sustainable society and environment in the long run.





# Stakeholders

Toyota Motor Thailand Co., Ltd. and affiliated companies support sustainable development in line with global society by holding Toyota Guiding Principles. We follow laws in Thailand and comply with regulations as well as operate our business with honesty to support sustainability. Interactions with stakeholders that will be elaborated next is considered important. We put our efforts to create and maintain good relationship with stakeholders through transparent and fair communications. Our stakeholders include:

### 1. Customer



We care for customers by keeping "Customer First" in mind. We develop and provide high quality, safe, outstanding and innovative products and services which serve customers' various demands for the better quality of life of people worldwide. We realize the significance of privacy; therefore, we protect personal information of our customers according to Thai laws.

### 2. Employees



We give precedence to employees and believe that business success is the result of individual creativity and good teamwork as well as urge for self-improvement. We support equal career opportunities without discrimination and respect human rights. We do not tolerate any kind of child labor practices and encourage good labor union. In addition, we provide clean and safe working environment for employees' health. We impregnate corporate culture and policy which help promote value of "Mutual Trust and Shared Responsibility" through PR media and direct communication for the success of employees and our company.

### 3. Business Partners



We cooperate with suppliers and dealers to create long-term relationship and to grow together under mutual trust. When new partners and required, we welcome them without discrimination of nationality or scale of their business. We evaluate them based on overall strength. The competition must be fair and transparent complying with Thai laws.

# 4. Shareholders



We dedicate to increase business profit while placing great importance in sustainable business growth for the benefits of our shareholders

### 5. Environment



We are committed to environmental responsibility in our business operation. We initiate the development and promotion of technologies that are able to harmonize the economic growth with environmental conservation. We create environmental awareness for the individual level and corporate level and expand it to others.

### 6. Society



We implement respect others principle by paying a respect to traditions and cultures as well as laws of Thailand Moreover, we work hard to acquire safer and cleaner technologies to develop our products according to the changing demand of the society and in accordance with sustainable development. We do not tolerate corruption among any types of business partners whether they are governmental or private or charity organizations. We maintain our integrity and fairness to public and private organizations

### 7. Philanthropy



We are eager to promote and get involved in philanthropic activities that strengthen and enhance society.

Toyota Motor Thailand Co., Ltd. has continuously implemented several activities to serve the Toyota Guiding Principle. We have launched numerous projects for the support of sustainable development. We hope that all stakeholders share the same principle and follow the laws, regulations, and norms of the society.

### After Sales Services

After Sales Marketing Department has expected to service customer for greatest Customer Satisfaction with highly intensive in order to highest benefit to customer. In addition to develop Dealer image and impress customer to back for next service.

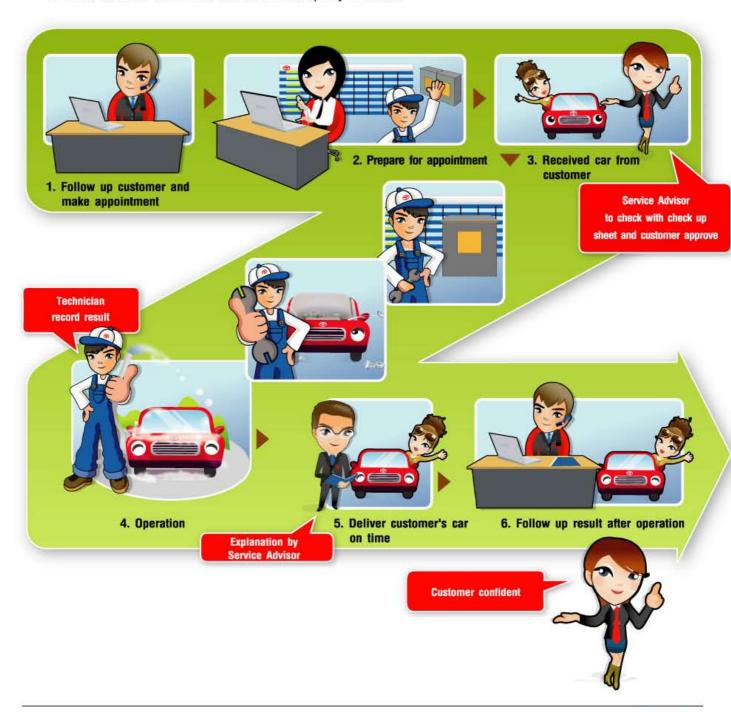
Not only to focus on Customer Satisfaction but also to emphasize on Safety and Environment standard in service shop. We recognize that manage Customer Service Standard and Safety & Environment Standard will conduct sustainability development as social aspiration.

## 1. Car Healthy Check up Program

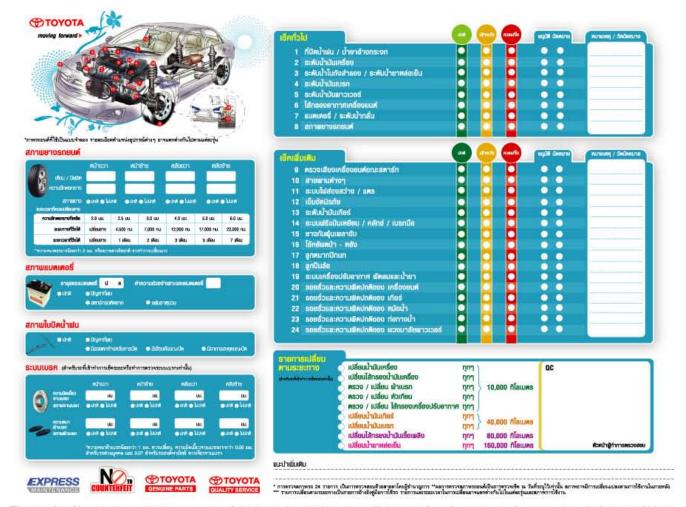


"Customer First" is the core concept to make customer gain more satisfaction and ensure in our quality of service. By emphasized on KAIZEN of Service Processes, the "Car Health Check up Program" is the one of the good KODAWARI activity for purpose

- . To make customer know the details of today's service by use as a job explanation sheet
- . To make customer know the current situation of their car and can plan for the future maintenance
- . To make customer have more confident in our quality of service



## ใบตรวจสุขภาพรถยนต์



The car health check up sheet compose of 24-items inspection that will inspect for all customer that came to dealer's workshop and summarize result in form of key visualize as the 3 colors

Green: that item was in good condition



Yellow: that item is usable but had to monitor carefully

Red: that item is broken and very harmful to use

## 2. Green Product Activity



Toyota Genuine Motor Oil is a product that was developed by expert engineers of Toyota Motor Cooperation Japan. The testing complete and standard formula only for the Toyota engine with advanced technology and evolution. In the year 2008 is upgraded to a higher standard of API from the API SL to API SM engine oil for Gasoline. The properties of the Motor oil are that it will not prevent the occurrence of the sediment, Reduction of engine wear, The performance of lubricating great use even in low temperatures, Saves fuel, Resist combining with oxygen, Continued good performance throughout a long life of 10,000 km, which often reduces the migration of motor oil. It also contained Phosphorus and Sulfur, which has much less to allow life to exhaust removal equipment last for long. Reduces fuel this shows that API SM Motor oil for Gasoline engines is the more environmentally minded. It will also help reduce Global Warming at the other one.



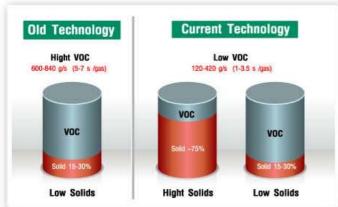
And the last until now, Toyota Motor Thailand has sold a program lubrication system valves-Drum (209 liters) and Bulk (12,000 liters) to dealers nationwide. The main objective is to reduce packaging damage. In addition, the quantity of oil is used to fit the migration of oil each which reduce unnecessary costs of customer and no oil left in the packaging. In order to promote environmental management ISO14001

## 3. Environment for Body and Paint Service (Water Borne Paint for Refinished Paint)

Paints, inks, and petroleum contain VOCs which cause photochemical smog and depletion of ozone layer.

#### Waterborne paint Technology

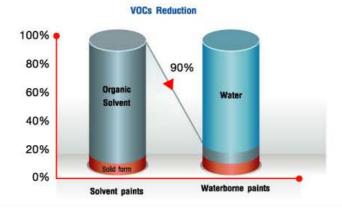
Waterborne Paint has no Volatile Organic Compound. At present, Toyota is on progress of trial waterborne paint in surfacer and body paint in sevice center and plan to implement in 2010





#### Benefit of water borne paint

Friendly with environment (low VOCs), Friendly with Technician, Good Quality and Appearance



### 4. Safety Activity in Dealership



According to Toyota Motor Thailand's policy, TMT has realized a safety as the first priority. Since 2006, After Sales Marketing department has launch safety activities to dealer nationwide in order to free accident from operating. In 2008, TMT has implemented activities by focusing on the on and off the jobs. For example,







#### CCCF activity (Completely Check Completely Find Out)

To promotes all staffs participation in finding out around workplaces. TMT supports the training for dealer nationwide to advise safety processes to safety officer correctly. Moreover TMT also supports safety statistic board to enhance staffs' safety awareness and take care of our customer about the safety.







### Road safety campaign during long holiday

TMT has promoted the campaign to dealer nationwide so that staffs are conscious of a safety drive. Furthermore, TMT also expand this campaign to customer such as reminding safety driving method by leaflet and cooperate with Department of Land Transport in order that people check condition vehicle before traveling.

## Parts Manufacturers/Suppliers

Following the Toyota Guiding Principlies interm of relation with business partner, Toyota undertakes open and fair business activities that honor the language and spirit of the law. Toyota works to realize mutual benefit base on mutual trust and through coperation with business partners (Suppliers) and contribute to the sustainable development of society and the world.

TMAP-EM take the initiatives to contribute to harmonious and sustainable development base on Toyota Guiding Priciple in every aspect with expectation of its business partner to support these initiatives and comply fully with all applicable laws,regulation and societal norm in Thailand

With regard to environmnet aspect TMAP-EM has reviewed and revised the "Environmental Purchasing Guidelines 1999" and reissued the guideline under the name "Toyota Green Purchasing Gudielines 2007"



And Set Kick Off meeting to supplier in order to explain the detail of Green Purchasing Guideline







Toyota Green Purchasing Guideline 2007 has developed 4 subjects to strenghten in environment issue as follow

- 1. Acquisition of ISO 14001 Certification
- 2. Management of Products and Material Delivred to Toyota
- 3. Environment Initiative of Toyota's Supplier
- 4. Reduction of CO2 Emission and Usage of Packaging and Wrapping Materials in Logistic

So TMAP-EM set the 2009 Environment Policy and Target as follow

- Acquisition of ISO 14001 Certification
- Certification acquired
- Maintain of Certification (Renewal every 3 years)
- Certifaction not acquired Acquired with in March 2010
- . Completely get rid of Pb+ in Soldering Process at timing of New Model Change after 2011
- · Promote CO2 reduction Activity to supplier Target: 5 Kaizen activity / supplier / year
- · APMC communiction meeting every 3 month

### Progress of Activity



#### 1. Acquisition of ISO14001 Certification

For Local Part and Material supplier completely to get certification of ISO 14001 but remaining in subcontractor and Logistic supplier that shown on the graph



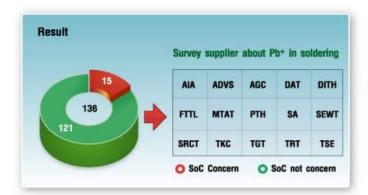


in soldering process with in December 2010 by swithch over Regarding to EU revise and update the regulation to switch over SoC Pb(lead) in electronic circuit board & electric application and electric on grass about the Scope and Exemption Date from No dead line to Vehicle type approve before 31 Dec 2010



Set face to face meeting and Genchi Genbutsu at supplier site

TMC decided to switch over Pb+ to Pb+ Free Solder at timing of "New Model Change after 2011" TMAP-EM start survey IMV Supplier (121 suppliers) and found 15 suppliers concerned about SoC (Pb+) in soldering and set Face to Face meeting



#### Set Face to Face meeting with 15 supplier

1. FTTL: Already switch over the Pb+ to Pb+ Free

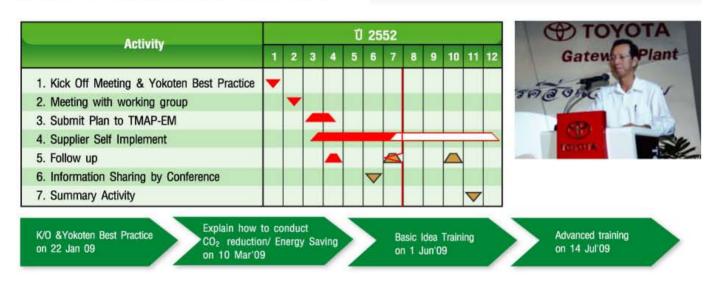


2. AGC: Mother company under negotiation to EU and the other (13 suppliers) under developing at mother company and can achieve target

### 3. CO<sub>2</sub> Reduction Activity

Year 2009 is the first time to promote this activity to supplier so TMAP-EM set the target Get the 5 Kaizen of CO2 reduction activity and focus on the Kaizen Activity (No investment)





#### 4. Communication

For good communication and yokoten the environment activity among APMC and TMAP-EM so we set the communication meeting every 3 month utilize TV conference





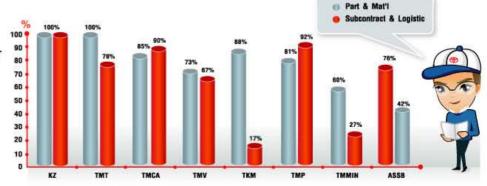


2009 Purchasing Environment Sub Committee Meeting on 17 Mar'09 @ Bitec Bangna

Purpose: TMAP-EM present 2009 APMC Purchasing Environment Policy and APMC present progress of each country

## Result of activity

Progress of ISO 14001 of Supplier in APMC



All APMC the progress of activity are on schedule

## **Employee Satisfaction Index**

### 1. Employee Engagement Survey



Toyota Motor Thailand Co., Ltd. initiated the employee satisfaction index through the use of a survey, namely "employee engagement survey". The purpose of this index is to enable the company to acknowledge the factors affecting employee engagement with the organization. Additionally, it provides a direction for the company to improve and develop the positive attitude towards the organization, leading to the subsequent behavior of employee engagement. The status of employee engagement comprises 3 major behaviors as shown below;

- 1) Say: This represents the positive statements about the organization to both internal and external customers. It includes every aspects of the organization.
- 2) Stay: This represents the desire to be part of the organization. It generates pride as part of members and is considered as a significant wheel to drive the organization; and
- 3) Strive: This represents the endeavor from all employees in performing their tasks. The employees put their best effort to lead the company to a goal as planned.

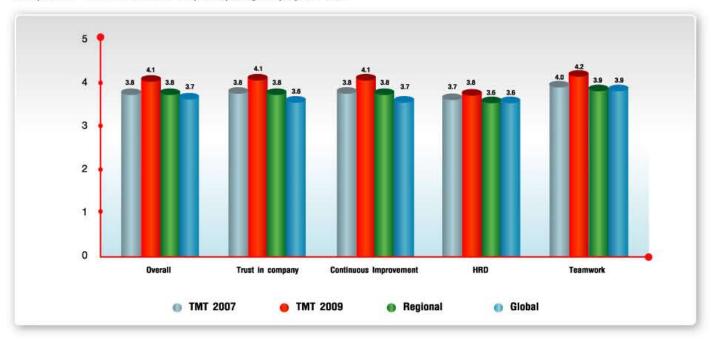
In conducting the survey of engagement, the company has asked all employees (full time and sub-contracted staff) from all company affiliates. These affiliates consist of Toyota Motor Thailand Co., Ltd., Thai Auto Works Co., Ltd. and other affiliated companies. The total number of participating employees was

11,568 or 82 percent of all employees. As for research methodology, the company outsourced to an external consulting firm to conduct the survey. This survey of satisfaction employed 6-point Likert scales, consisting of 3 major topics;

- 1. General information of the participants
- 2. Close-ended questions; and
- 3. Open-ended feedbacks or comments

As a result of the employee engagement survey in 2007, Toyota Motor Thailand Co.,Ltd. gained overall scores from full time employees at 70 percent, increased from 65 percent in the year 2006. This result was deemed to be in the best employer zone and is better than other global high performing companies. Apart from this, the Thai Auto Works Co., Ltd. has participated "the Asian Best Employer, 2009" contest. The company was the only company in Thailand that was entitled as one of the 25 Asian best employers.

Furthermore, the company has also conducted a survey, called "Global Morale Survey" that complied with the policy from Toyota Motor Company in Japan. The survey aims to measure human resource management in Toyota's way. In the year 2009, the 56 Toyota affiliated companies from all over the world have participated in this survey.



Therefore Regionally and globally, Toyota Motor Thailand Co., Ltd. has achieved higher score than the mean score of the survey in 2007 in every aspect of the organization. This success came from all activities provided to the employees such as training programs, idea contests and skill contests, etc. The company has collected the results from these 2 surveys in order to analyze and identify the problems and the points to be improved. This problem solving process makes the employees satisfied with their jobs in this organization. Under this process, the company integrated human resource issue into operational plan including levels of lines, division, and department. Also, the monitoring system was placed in all activities through "pulse check" in each quarter. This system facilitates the company to adjust the direction in accordance with the change of employees.

### The number of all employees

The company divides the employees into 5 categories, including;

- 1. Full time employees
- 2. Contracted employees
- 3. Temporary employees
- 4. ICT employees
- 5. Japanese employees

The categories of all employees in terms of employment contracts and working location can be shown in the following table. >

Location	Employee Types												
	Permanent	Casual	Temporary	ICT	Japanese	Total							
Affiliates	10	1		ě		11							
Bangkok office	318	12	40	¥	3	373							
Bangpakong	41	-	4	+	-	45							
Ban Pho	963	2	293	+	8	1,266							
Baring	7	-	1	-	170	8							
Gateway	2,247	6	1,732	- 8	5	3,990							
Laem Chabang	5	2	10	0	320	15							
Samrong (A)	433	18	77	2	5	533							
Samrong (M,T)	2,324	8	1,572	+	11	3,915							
Samrong (S)	326	10	31	1	1	369							
Sukhumvit	5	-	-	-	170	5							
Suwintawong	79	4	7	2	721	90							
TP-CAP	171	2	214	-		387							
Total	6,929	63	3,981	1	33	11,007							

## 2. The awareness of employees' satisfaction



Toyota Motor Thailand Co., Ltd. critically emphasizes the importance of the awareness of values and satisfaction of all employees with good physical and mental health. As such, the company provides the following welfares

Number	Items	Objectives							
Opera	tional support								
1	Shift compensation	To compensate difficulties at shift work							
2	Allowance for working in different places	To cover living expenses							
3	Allowance for settling down	To cover the accommodation when transferred to work in another location							
4	Allowance for moving preparation	To cover the moving expenses when transferred to work in another location							
5	Allowance for working in other workplace	To cover the deposit for first month of accommodation when transferred to							
		work in another location							
6	Travel allowance	To support employees when company's service car is not available							
7	Risk allowance	To compensate any difficulty at work							
8	Allowance for domestic travelling	To compensate any difficulty outside the workplace							
9	Allowance for international travelling	To compensate any difficulty outside the workplace							
10	Financial aid for employee who study after working time	To support the employees who intend to pursue their study in order to improve							
		their performance							
11	Employee uniform	To stay in discipline and suitable for work							
Impro	ving quality of life								
1	Provident fund	To assure personal financial safety when they leave the company							
2	Medical allowance (off-duty)	To support their medical expenses							
3	Medical allowance for employee's family members	To enhance employee morale and reduce burden							
4	Nostrum provision	To alleviate employees' sickness or basic medical treatment							
5	Group life insurance	To provide some guarantees when employees pass away							
6	Lunch meal allowance	To provide lunch expense for employees who come to work							
7	Educational fund for employees' child	To reduce financial difficulty and support employees' child who has good school record							
8	Financial loan	To alleviate financial difficulty in emergency cases							
9	Grant for congratulations and condolescense	To enhance employees' morale							
10	Loan for purchasing company car	To own a vehicle for travelling to the company and other purposes							
11	Car repair and service at special price for employees	To support employees who are Toyota users							
Recre	ation								
1	Annual trip fund	To enhance harmony among employees as well as opinion sharing with							
2	New year celebration fund	each other							

### 3. Respect for Diversity



Diversity of human resource of Toyota Motor Thailand Co., Ltd. can be seen in different index of each dimension.

- Age. The diversity of age varies in each range. The youngest employee is 18 years of age whereas the oldest is 69.
   Most of employees are in ranges between 20 - 29 years, 30 - 39 years, 40 - 49 year respectively.
- Gender. Regarding the diversity of gender, because the nature of the business of Toyota Motor Thailand Co., Ltd. is automobile manufacturing, the majority of employees engaged in automobile assembly are males in much higher proportion than females.

Deciden							
Gender	10-19	20-29	30-39	40-49	50-59	60-69	Total
Female	1	501	253	71	34	2	862
Male	40	5,897	2,872	1,079	251	6	10,145
Total	41	6,398	3,125	1,150	285	8	11,007

Although the total figures show that the vast majority are male employees. In percentage, 12.3 percent of employees are females while 87.2 percent are males. However, if we separate the production line from management team, we can see that the ratio between male and female of the management team isthat 45.5 percent are females and 55.5 percent are males. This shows the gender equality in company employment. In addition to gender equality, the ratio of basic salary between male and female employees who work in the same position and take the same responsibility is 1, meaning the salary is equal for both genders.

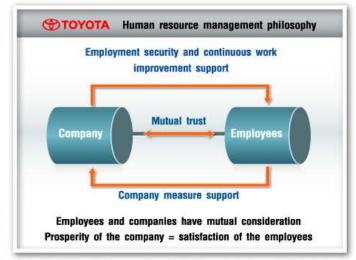
Functional areas	Female	Male			
Management	291	349			
Marketing	297 8				
Production	274	8,944			
232	862	10,145			
Total	11,007				

- Nationality. If we consider the number of employees and type of employment, it can clearly be seen that there are several groups of nationalities including foreign expatriates (ICT group) and Japanese employees. Although these people are different in nationality, they can harmoniously work together in Toyota way. The coordination across nationalities molds the company in to harmony and homogeneous culture.
- Education. With respect to education, the company recruits new applicants from a wide range of educational backgrounds. In the factory line, the company hires sub-contracted staff members who have typically finished mattayom 3 to 6. For a clerk position, employed staff members hold vocational or high vocational certificate. Apart from this, people with education levels from bachelor's, master's, to doctoral degrees are employed based upon the requirements of the position.
- Educational institutions. Educational institutions. In terms
  of educational institutions, the company does not look only
  at one institution to find recruits. We have people from more
  than 48 institutes across country at vocational certificate level,
  more than 91 institutes at high vocational certificate level,
  and more than 100 institutes and universities all over the
  country at bachelor's degree.

# 4. Mutual respect and trust are the foundation of labor relations



Toyota Motor Thailand Co., Ltd. has a long history in establishing the labor relation committee structure between the company and labor union, namely "bilateral system" (the direct coordination between the two parties). The management of labor relation committee relies on the principle of "mutual respect and trust". Under this principle, the management team from the company and labor union regularly arrange meetings as the purpose of maximizing company's benefits as well as healthy working conditions for all employees. As the result of trust and respect between the company and employees, individual's happiness is the company's sustainability. The establishment of labor relations is the heart of the company success for 47 years in Thailand.



There was a signing ceremony of the declaration between managing director and labor union in the year 2000, with the following agreements:

- The company and labor union will both improve the performance of the company with full effort.
- The relationship between the company and labor union is based on mutual trust.
- We will sustain and enhance company performance as well as working environment by increasing effectiveness of manufacturing.

This joint signing ceremony is the starting point of the idea of "mutual respect and trust". To dates, this idea improves mutual understanding of the responsibility for both company and the employees.



### Ethic Promotion

## Toyota Code of Conduct



Toyota Motor Thailand Co., Ltd. realizes that the company is a part of Thai society as being a good corporate citizen. The company is proud of its business growth in Thailand and significantly focuses on ethical business operations as well as good governance. Moreover, the company policy seriously and consistently encourages ethical conduct. It is clearly seen from the first-time initiating the "Organizational Ethics Standard" since 1998. This standard is used as a (minimum) control point in working ethically. Later, the standard was adjusted in relation to changing economic and social environment. Until now, the second version, called "Toyota Code of Conduct" has been used since January, 2009.



## Ethics Promotion Office and Corporate **Ethics Committee**



Toyota not only ensured ethics standard to be implemented in business operations but also established a special unit, namely "Ethics Promotion Office" in order to direct, monitor, evaluate morale, and find measures or solutions to problems in 2007. These duties are crucial for preventing any kind of misconduct that violates Toyota Code of Conduct. In addition, this office reports directly to the president of the company; making it an independent unit that can freely operate its functions. This protects the office from the intervention of other management authorities within the organization structure. Instead, the office is supervised by Corporate Ethics Committee which consists of members of top management from all divisions and the President as chairperson. Corporate Ethics Committee is responsible for making the policy and promoting ethical conduct in every level of business operation. In doing this, employees develop consciousness in performing their tasks in an ethical way. This committee also gives approval for any activities that promote ethics at workplace.

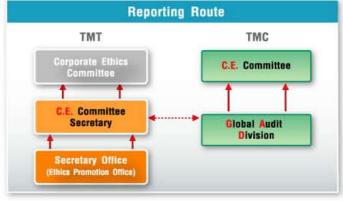


## · The Consistence of ethics promotion and Corporate social responsibility policy



The task in promoting ethics at workplace has been managed to comply with corporate social responsibility policy of Toyota Motor Corporation - TMC. TMC is the largest shareholder of the company and is determined to lead all affiliates around the world to be good corporate citizen in every nation. That is, these companies fully comply with and respect the law, regulations, discipline, and social standards in any areas where Toyota is running the business. As a result, the company is driven to have a Corporate Social Responsibility (CSR).

Furthermore, TMC attempts to direct all companies all over the world where TMC is the largest shareholder to establish internal control process. This process is a proactive policy formally called "The process of collating whistle blowing information on a consolidated basis", or "Whistle Blowing Program" in short. The company also names this program in Thai "Sai Duan Jariyatum" which means ethics call center. This center is set up as a special channel for employees' complaint when facing unethical behavior or misconduct. Internal control system is a part of the company's effort to propel Toyota affiliates around the world to a given direction under the regulations and law "Sarbanes Oxley Act Section 404 - SOX 404". This is a law in the USA that enforces all listed companies in the stock markets (TMC is among those in the USA) must establish an internal control system to protect future losses, especially the loss from unethical misconduct of employees. As such, TMC expects that all Toyota affiliated companies located throughout the world will cooperate in this system. Undoubtedly, the company is willing to monitor and coach all employees in every function to follow this law. Having said that, the company has collected, analyzed statistics, and reported the outcomes and recommended solutions and measures to protect itself and resolve the incurred problems. This process is based upon ongoing activities of receiving report from Global Audit Division at TMC.



## Ethics promotion activities with two-way communication

Ethics promotion activities of the company emphasize two-way communication in order to acknowledge and engrain the consciousness to the mass employees. These activities enable employees to ethically perform their task at workplace. The company understands that rules or regulations for all employees to follow do not work well in a long term. Therefore, there needs to be a two-way communication between the company and employees. It helps both parties to gain mutual understanding, achieve agreement, and be willing to drive the company to be ethical, as well as to have good governance within the organization sustainably.

The role of ethical management team is to be a role model for subordinates in ethically performing their tasks.



Management team should be knowledgeable persons who can be mentors and problem solvers for their subordinates. In the difficult situation of unethical misconduct, the role of all employees at all levels is to willingly respect and follow Toyota Code of Conduct. In addition, every member regularly monitors activities that may be against company rules by sending a report to the company, whether this misconduct has already occurred or will occur. This really helps the company to issue corrective or protective measures.

### Employee Ethics Survey



The company expects that all employees have consciousness to perform their task in an ethical way, that they do not tolerate unethical behavior, and do not hesitate to report the company to solve the problems. Also, they should believe that the company will treat unethical behaviors transparently and fairly. In other words, the company can protect the staff who reports the incident from any effect on his or her job and daily life.

In November, 2008, the company has conducted a survey of employees' opinion towards ethical behavior in workplace. In the survey, 13,831 questionnaires were distributed to every employee in the organization. 7,313 or 53 percent of total number of questionnaires were returned. As a result from this survey, the company is aware about the problems within the company. The result is useful to the company to improve ethical promotion activities accordingly.

#### The communication within the organization



The communication within the organization is one of the major factors that drive the company's success and sustainable growth in the business. In 2008, we initially promoted cross-functional cooperation and communication between departments within the organization through many projects. For example, Hello TMT campaign were generated to enhance the opportunity for two-way communication throughout the organization





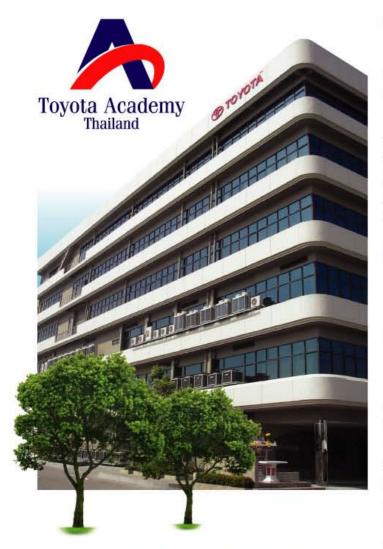
Apart from these projects, there is "Customer first in green society" which is considered as an important activity that makes employees aware that our customers are the next process and they always come first.



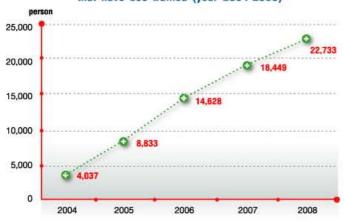








### Numbers of management and office staff that have bee trained (year 2004-2008)





## Toyota Academy

Toyota Academy Thailand was established in 2004 and has a role in improving core competency of the employees to be able to effectively adapt the principles of Toyota way in their jobs.

For the fiscal year from April 2008 to March 2009, the company has specified one of the major goals that aimed at being the most recognized and admired company by yourselves, your family, and society. In so doing, the company puts many efforts in building employee engagement by focusing on human resource development. HR plays a major role in driving the company to a desired goal. Thus the company has divided HR development into 2 categories as follows;

- 1. The development of management and office staff
- 2. The development of production staff

## 1. The development of management and office staff



The company improves core competency of management and office staff in order to increase knowledge and work ability along with the right implementation of Toyota way. In addition, the company provides training roadmap for all levels of employees, including other special curriculum. In total, there were more than 22,000 employees participating in this training program. Apart from this, there were more than 1,000 people from management team of company affiliates, Toyota dealers, and auto part suppliers participating in the program. Training courses were developed from both within the company and with universities such as Chulalongkorn University, Thammasat University, and National Institute of Development Administration (NIDA).

In addition, the company has human resources development activities other than in the regular programs, for example;

- · Sending employees to train both in Thailand and abroad such as Toyota Institute in Japan and the Wharton School of University of Pennsylvania in the USA, etc.
- · Scholarship for local and international universities such as UCLA, SASIN, AIT, etc.
- · Subsidy for employees who intend to further their studies or to improve their foreign language proficiency after work.
- Self development through E-learning

Above programs aim to encourage all employees to consistently develop themselves and apply improved skills to their jobs and drive the entire organization to be successful.

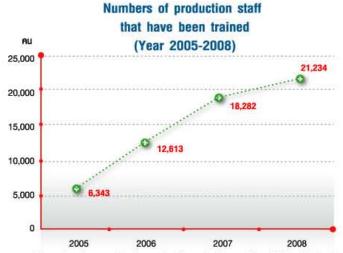


The company also makes a policy for restructing training program so as to increase the standard of human resource development in a more effective manner. Nowadays, the existing curriculum should be consistent with changing business environment. As such, the company plays a major role in supporting Toyota affiliates in Asia Pacific region. Not only playing the role of developing internal staff, the company also organizes training programs on Toyota Way to the 4th-year university students such as Chulalongkorn University's and Bangkok University's, etc. This program supports public sector to be well-prepared for new graduates who are entering the workforce during economic recession.

### 2. The development of production staff



Since the establishment of Asia Pacific Global Production [Training] Center (AP-GPC) in 2005 until now, more than 21,000 production staff have improved their knowledge and skills in operational tasks. It is expected that safety at workplace and product quality should also be enhanced in order to maximize customer satisfaction.



The development of production staff can be divided into 2 levels as follows:

## 2.1 Operation knowledge and skills development for operational-level Team Member

This level focuses on fundamental skills in production line. Employees will be trained on production fundamental skill that is required for their tasks. To understand and practice safety and standardized work. Our trainers will closely support and evaluate the performance of the trainees in person. To be able to continue their jobs, all trainees must pass the test before working in on site.



Gradually, when these employees have higher skills, they will be given a review of knowledge and skills, as well as machine operation technique to prevent abnormality during their working process.

#### 2.2 Knowledge and skills development for controller

This program focuses on the improvement of effectiveness and efficiency in shop floor management in the areas of safety, quality, productivity, cost, and human resource development. It employs a global content that has been widely used by Toyota operation controllers around the world such as Toyota Production System, Supervisory Role, Communication Skill, Job Instruction, Problem Solving, etc.

Apart from these programs, the company initiates a Global Expert project (GEX) that provides advice and relays knowledge of production to Toyota Companies in Asia-Pacific region. This project involves production and logistics control system, machine and equipment maintenance, human resource development system in production line. Recently, the company has begun to set out this support for Toyota Company in India for the first time.

From the international perspective, our employees have remarkable success in the production skill competition of Asia-Pacific region in 2008. There were representatives from 12 Toyota Companies from 9 countries participating in 10 types of skill competition, including supervisory and operational levels. And the result was, the company won 14 titles from the total of 20.



Thereafter, the winner of this competition was representing Asian teams to further compete with the representatives from mother company, Toyota Motor Corporation. This competition consisted of 11 skill types of both supervisory and operational levels. The result showed that Asian team won 3 titles out of 22. These 3 winning prizes belonged to 2 representatives of our company. This proves our determination to develop and improve employee skills to meet international standard.



The company is determined to develop a standard of the production process and constantly improve service quality. Most importantly, human resource development is the heart of efficiently working performance. "Toyota education and training center" has been established for the core purpose of increasing employee potential for dealers across country. Toyota dealers should be able to distribute, manage, service, as well as improve skills and professionalism in automotive technology. It is necessary for these dealers to have a vast variety of knowledge from basic to advanced level of technology in order to efficiently provide effective service to customers and relay the knowledge to both public and private organizations. Ultimately, this center helps promote overall automotive industry and subsequently national economy as a whole.

Toyota automotive technology school is the educational institute to develop team system along with the core course from vocational education commission. The 2-year course is open for all technicians from dealers across country. Upon finishing this course, they would have to take a technical standard test of Toyota to be certified as "Toyota Pro Technician". Most of new graduates from this school have opportunities to work for Toyota dealers.

In addition, there are many activities in the education and training center under the responsibility of Toyota, including:

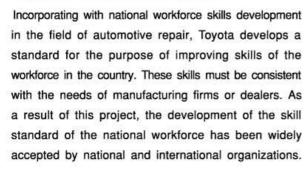
### 1. National service skill contest



This contest is held among Toyota dealers to find the most outstanding personnel in selling and customer service skills. There are 9 categories in the contest, listed below:

- · Call center staff
- Salesperson
- · Spare part technician
- Service management team
- · Customer relationship staff
- · Car body and color management team
- · Car body repair staff
- · Car color repair staff
- Technician













## Safety promotion activities

Toyota Motor Thailand Co., Ltd. has operated the business by continuously focusing on safety at workplace. The company aims to promote the concern of safety in all areas involving production and non-production. In fact, this concern can increase the awareness of all employees about importance of safety in doing their jobs by seizing that safety comes first. Additionally, the company also gives importance to safety off the job such as avoiding traffic accident.

Therefore, the company has initiated several activities in relation to safety such as

## 1. Completely Check Completely Find Out (CCCF) in 2008



The completely check completely find out or CCCF is an activity to promote safety awareness among employees at all levels. This activity encourages participants to speak out their opinions, identified hazard, and risk assessment that may occur at their workplace. Toyota consistently organizes the activity every year since 2005. In June and December 2008, CCCF

was conducted to check out the machines and equipment, as well as the protective measure against vehicle accident. All involved employees were given a check list that can increase their knowledge and skill to find all possible risks, prioritize and correct the problems by their supervisors and management levels.





### 2. Safety month activity in 2008



Apart from CCCF activity, Toyota also specifies the month of June every year to be the safety month. On this month, several activities are organized to make participating employees have concern about safety at work. This is because safety at work is not for or by one person only; rather, it involves the cooperation from everyone in the organization. With this in mind,

all members would consider safety as the first priority above all else. These activities include singing contest in the project of Toyota Sieng Sai concerns for safety and environment, motto contest in the safety driving campaign, invention from recycle materials contest, and other interesting activities.







Singing contest in the project of Toyota Sieng Sai, concerns for safety and environment





Invention from recycle materials contest

## 3. Company-Wide Safety Conference



Toyota Motor Thailand Co., Ltd. has organized "3rd Company Wide Safety Conference" on the 29th April 2009. This meeting is organized every 6 months to promote and exchange information of safety in the manufacturing, marketing, and administration. The conference support on-going development within the organization.





### 4. Road traffic accident protection campaign



Not only does Toyota give importance to safety at work, the company also emphasizes the safety off the job. In previous years, there were several activities such as safety check on staff shuttle bus, office vehicles, and staff motorcycles, as well as safety drive training, safety drive campaign during New Year holiday in 2009 and Songkran holiday in 2009.

Moreover, we initiated other additional activities consisting of alcohol detection activities, blood pressure measurement for office car drivers. Such activities are preliminary physical tests before going to work. All the mentioned activities were created in order to build the awareness of danger that may occur on the road. Besides, everyone must follow traffic rules.



Safety check on staff motorcycles



Blood pressure measurement and alcohol detection activities before driving.



Global Positioning System (GPS)







Safety drive campaign during Songkran holiday



Field training

## Health promotion activities

## Smart and Slim project

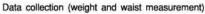


Smart and slim project or weight loss project is one of the projects that change behavior and lead to good health and suitable weight relatively to height according to Body Mass Index. People who can control their weight are able to avoid the symptom of obesity. In fact, obesity generally causes many diseases such as cardiovascular diseases, cerebrovascular diseases, diabetes, etc. To prevent these diseases, 3 Es principle should be followed in order to change some personal health behaviors, namely eating behavior, exercise, and emotion control.

In 2008, there were 266 sample participants who joined the project. After attending the program for 3 months, we found that total weight of participants has reduced by 3 percent. Furthermore, we have collected their opinions when the project is complete.

Performance evaluation outcomes	Topics of evaluation
24%	Have changed eating behavior
95%	Have changed exercise behavior
100%	This project is useful and should be held regularly







Choose to eat properly



Regular exercise



Project performance announcement day and health fair activity



## Mangrove Reforestation Project, 5th year



## Toyota family joined mangrove forest conservation In the project "TOYOTA Mangrove Reforestation, 5th year"

Mangrove reforestation activity in the year 2009 under the project "Toyota... for environment" has been conducted in its 5th consecutive year since 2004 by Toyota Motor Thailand Co., Ltd. This year, more than 600 management team and employees along with their family members participated in this project. All participants harmoniously planted 10,000 sonneratia and mangroves in a 7 rai area. When this new mangrove forest reaches 6 years, it will be able to absorb approximately 13 tons of carbon dioxide per year. Not only is mangrove forest a breeding, nursing and feeding area for marine animals, it is also a habitat for fireflies, that makes ecological system more fertile.

This annual Plant a Forest activity was initiated in 2004 and continued until now. Toyota family has planted more than 80,000 trees along the shoreline, increasing the area of mangrove forest

to almost 70 rai. Furthermore, the company regularly provides financial aid to the Natural Observation Center of the Royal Thai Army (Bang- Pu), totaling 9 million baht. This subsidy is used for the purpose of developing many learning materials and equipment such as environmental study route, water circulating system, mangrove forest and gulf of Thailand information center, environmental study exhibition, principle of environmental study manual, mangrove forest conversation activity, wetland improvement, and bird watching tower which was dedicated to H.R.H. Princess Maha Chakri Sirithorn, etc. The company hoped that such activities enabled this environmental study center to reveive visitors in one stop. Consequently, it stimulates the awareness of the importance of mangrove forest as an abundant ecological resource for all people.

## 4th year Stop Global Warming project







### Concept of the project

Stop Global Warming project is conducted in cooperation between Toyota Motor Thailand Co., Ltd. and Thailand Environment Institute, that have run the energy conservation and green house gas emission reduction campaign. Actually, green house gas stimulates and results in the global warming phenomenon. Under the concept of this campaign, city people are the major energy consumers. Thus, to manage environmental problem in the city is very challenging because it is a part of global problem solving process. This leads to the necessity to rely on several measures in finding the alternative solutions. People should be educated to have awareness of the incoming disasters. More importantly, the cooperation between entire population and younger generation in preserving our natural resources and climate must be supported for this and next generations according to the concept of sustainable development.

#### **Objectives**

- To stimulate the cities, schools, and communities nationwide to create ways to reduce energy consumption and greenhouse gas emission to their atmosphere
- To strengthen and increase the potential of local administration in municipal level in order to be a major unit or center. This center takes care of disseminating global warming information and working guidelines to decrease global warming for the community.
- To build a leading network including both municipal leader and school leader in every region of Thailand in order to reduce global warming

#### **Outcomes**

Stop Global Warming project aims at seeing the 4 major activities of reducing energy consumption and greenhouse gas emission concretely through 4 campaigns:

- Energy saving
- Waste reduction
- · Increasing green area in the city
- Sustainable transportation

by using the driving power; that is, the "Core team" of local administration, school, and community. The goal of this project is to extend the global warming reduction activity into 76 provinces across the nation.

Signing memorandum of understanding and opening ceremony





Core team seminar





Stop Global Warming youth camp





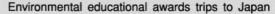


#### Stop Global Warming roadshow



Project implementation and follow up





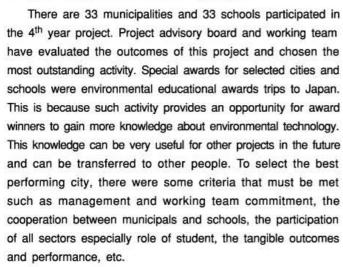








## Best performing city awarded outstanding activities 4th year Stop Global Warming project



From the evaluation of activities, there were 3 best-performing municipalities and schools consisting of:

## . "Building up network to prevent global warming" by Trang municipality and Trang Christian Suksa School, Trang province

Under this project, global warming reduction network has been built in Trang province to support all green local shops that use biodegradable plastic bag and replace the incandescent light bulbs with energy-saving light bulbs.

### . "Turning recyclable waste into health fund" by Thalee municipality and Thalee Wittaya School, Loei provice.

This activity encourages waste segregation in household level by turning waste into medical allowance and funeral aid welfare for members.

## . "Ko-Kha community help reducing global warming" by Ko-Kha municipality and Ko-Kha Wittayakom School, Lampang province

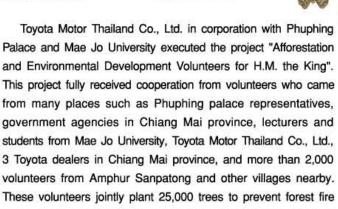
This activity strengthens community and school network in reducing the amount of waste and maximizing the utilization of waste.

## Afforestation and Environmental Development Volunteers for H.M. the King Project









The major purpose of this project was to extend the outcomes of the Environmental seminar, held continuously by Toyota incorporation with Mae Jo University and Thailand Environment Institute for 3 years, into the actual practice of the environmental management and problem correction. It is important that the community should be part of the project to theoretically gain sustainable outcomes. Other than that, the concept of ECO-Forest plantation by Professor Akira Miyawaki was acknowledged by all participants. The project also exclusively showed the dedication of Thai people to His Majesty the King in accordance with His Majesty's idea of forest and environment conservation.

in the community forest, lining up around Wat Nam Bo Luang (Wanaram), Amphur Sanpatong, Chiang Mai province on March 15th 2009. These trees will help absorb on the average 200 tons

of carbon dioxide in the atmosphere per year.























Apart from this, the project was honored by a large number of knowledgeable and well recognized academics from different organizations to educate volunteer leaders about the importance of forest land. The training session covered a variety of areas; for example, forest management and the community, disaster from forest fire and the importance of fire prevention boundary, the importance of vetiver grass, and the lecture and demonstration of ECO-Forest plantation by Dr. Sirin Kawlaierd. Toyota greatly hoped that these young plants will keep growing and become a forest that provides sustainable natural resources to Thai communities in a long run.





## **Education for Sustainable Development Center**





The Education for Sustainable Development Center at the Sirindhorn International Environmental Park is initiated by the collaboration of the Foundation of the Sirindhorn International Environmental Park, the Department of Environmental Quality Promotion and WWF Thailand, supported by Toyota Motor Thailand Co., Ltd. The aim of this project is to renovate some parts of the Foundation of the Sirindhorn International Environmental Park, which is located in the Rama VI Fort, Phetchaburi Province, to be the environmental learning center for the mangrove forest education. This project is implemented based on the principle of sustainable development, which emphasizes on an integrated learning pattern that applies the contents to match the subjects studied in the classroom and utilizes environment as a stimulator for grabbing the learners' interests.









Additionally, the environment and mangrove forests, beach forests and mixed forests which are located in the coastal zone of the Mrigadayavan Palace and cover more than 2,600 rais were renovated and developed to response to 3 main concepts including:

- 1. Management and sustainable utilization of the environmental conservation area
- 2. Management for environmental education service based on the environmental study process to generate new young generations who realize and care for environmental conservation
- 3. To be a learning center and to promote activities of preservation and renovation of the environment and ecological system at local, national and international levels









### This project was implemented as follows:



- 1. Preparing the database system about the Sirindhorn International Environmental Park, Phetchaburi Province.
- 2. Developing activities, their patterns and processes, and conducting the activities for environmental study for visitors
- 3. Conducting the extension activities as the guideline for other projects and centers and exchanging experiences
- 4. Promoting and advertising

Since June 2009, the Center has been opened for students in Phetchaburi Province to learn many environmental processes and is well recognized by the students.



### **Environmental Seminar**

"Reduce environmental problems to reduce global warming crisis" 🧶

























Toyota Motor Thailand Co., Ltd. collaborated with the Faculty of Economics, Maejo University and the Thailand Environment Institute to conduct the Environmental Seminar under the topic of "Reduce environmental problems, reduce water problems, reduce community problems, reduce global warming". In this regard, Mr. Piroj Saengpoowong, Vice Governor of Chiang Mai province acted as the president in order to open the Seminar. Mr. Apichai Sidrattakul, Vice President of Toyota Motor Thailand Co., Ltd., Associate Professor Dr. Tanarak Meckhayai, Dean of the Faculty of Economics at Maejo University, and Professor Dr. Sanit Aksornkoae, President of the Thailand Environment Institute were the representatives from the three collaborating organizations to welcome the participants. Several knowledgeable people, scholars, experts and technicians participated in the Seminar on March 9th, 2009 at the Khum Phoo Kum conference room, Khum Phoo Kum Hotel, Chiang Mai province.

The Environmental Seminar was conducted for the third consecutive year and is part of the activities under the project "Toyota...for Environment". This project is implemented in the collaboration of Toyota Motor Thailand Co., Ltd. with the Thailand Environment Institute and academic institutes having the speciality on environmental conservation from each region of Thailand. This year, the topic of the Seminar was "Reduce environmental problems to reduce global warming crisis". A number of environmental experts were invited to discuss on the stage. The topics discussed in the Seminar included "Reduce environmental problems to reduce global warming crisis", "Roles and relationship of forest, water and community" and "Ways and guidelines for reduction of forest, water and community problems for sustainable harmonious living"

The Seminar is the stage for knowledgeable people, scholars, technicians, including the environmental experts in each region to share their experiences and ideas and to join together to find out the solving guideline for environmental problems. Participants can apply the knowledge obtained from the Seminar to their works efficiently and suitably to each regional problem. The Seminar is also considered as a tool to stimulate and raise awareness of people in solving environmental problems enthusiastically. Furthermore, Toyota aims at utilizing the results of the Seminar practically by further conducting activities related to the discussed topics. As a result, the results of the Seminar are implemented successfully and concretely gained the advantages for communities.

## CSR Campus Project



## Toyota joined to drive the social support activities Revelation of CRS Thailand guideline for supporting and building up cooperation of business organizations

Toyota Motor Thailand Co., Ltd. in collaboration with Thaipat Institute presented "the CSR Thailand Report", which shows the survey results of the trend for CSR activity implementations in 2009. This survey was filled by the central and regional dealers. The Report also presents the data of the CSR-Corporate Social Responsibility activities from knowledge extension at regional level under the project of "CSR Campus in 75 Provinces across Thailand". This data was also collected in the "CSR 4 regions" book to distribute to interested business organizations in April 3rd, 2009 at the Grand Ayudhaya Hotel, Ratchadapisek Road.

The "CSR Campus" project was initiated by Toyota Motor Thailand Co., Ltd. in collaboration with Thaipat Institute, the Foundation for Thailand Rural Reconstruction Movement under Royal Patronage, CAT Telecom Public Co., Ltd. and Total Access Communication Public Co., Ltd. in April 2008. More than 4,000 traders, businessmen, organization officers, academics and government officers across the country were trained in this project. In addition to achieving the goal for enhancing the local traders' knowledge, the result of knowledge exchanges among the participants was collected and concluded as the CSR guideline. The guideline was obtained from the brainstorming



in each province. This CSR guideline was published as the "CSR 4 regions" book, which can be used as a guideline for planning the Social Responsibility activities in each specific area. The guideline also helps business organizations to understand environmental conditions and social context of local communities that influence on the implementation of the CSR activities. All sectors such as individuals, academic institutions, government agencies and private sectors are collaborated and share their ideas through the CSR Campus project to develop and extend knowledge on social responsibility. The project determines the suitable and harmonious guidelines for economic, social, educational and environmental dimensions of each individual community. This is the first integration of the academic collaboration of CSR in Thailand. More than 500 dealers and suppliers of Toyota across the country have joined in this project to construct strongly understandable knowledge bases in local areas. With these objectives, all sectors will enhance collaboration in Thai society and promote the social responsibility of Thai people. This project can eventually help to develop a sustainable Thai society altogether.

## The Center of Driving Instruction and Skill Development for Drivers Project

Toyota has supported the Department of Land Transport to establish the "Center of Driving Instruction and Skill Development for Drivers" for road safety under the White Roads Project.



Mr. Masayuki Nakai, Managing Officer, Toyota Motor Corporation, Japan together with Mr. Ryoichi Sasaki, President, Toyota Motor Asia Pacific Engineering and Manufacturing, and Mr. Mitsuhiro Sonoda, President, Toyota Motor Thailand Co., Ltd. opened the "Center of Driving Instruction and Skill Development for Drivers". Mr. Chaisak Angsuwan, Deputy Permanent Secretary, the Ministry of Transport, presided over the opening ceremony on March 6th, 2009 at Building 8 of the Department of Land Transport.





Mr. Mitsuhiro Sonoda President, TMT



Toyota Motor Thailand Co., Ltd. has collaborated with the Department of Land Transport to establish the "Center of Driving Instruction and Skill Development for Drivers". The center is regarded as a driving instruction and road safety training center and a prototype driving instruction center for public and private sectors who want to apply for certificate to set up a driving instruction school. The driving training course was supported by Toyota Motor Corporation, Japan to transfer the technology of Toyota and enhance driving skill of those who are a driving professional according to the labor market's needs.

This standard and modern driving instruction center focuses to develop potential of drivers to have higher driving quality. The center is expected to be a knowledge extension and training center for people related to driving from public, private and individual sectors to practice driving and follow the traffic regulations to decrease accidents on the road. This center is also recognized as a standard prototype driving instruction center for private sectors to apply for certificate to set up a driving instruction school. Eventually, this center aims at compensating Thai society to be more safety while travelling.

Toyota Motor Thailand Co., Ltd. supported the development and renovation of buildings and driving instruction courts and provided learning equipments such as:

- 16 sets of basic driver training
- 30 sets of computers and accessories for e-examination
- 5 cars for practical training, including 4 Vios and 1 Vigo automobiles
- · Training instruction and other training equipments The total cost is 25 million baht.

In addition to the standard training course set by the Department of Land Transport, this training course was additionally offered by the "Toyota safety learning center" or "Mobilitas" under the supervision of Toyota Motor Corporation, Japan. Thailand is the first country, which was supported under the "Toyota Driver Communication" project. The project consists of developing and setting the course as well as sending trainers and staffs from Japan to extend knowledge about driving.











The collaboration project for establishing the "Center of Driving Instruction and Skill Development for Drivers" is one of the activities under the "White Roads" project, which was initiated in 1988. The social contribution activities were conducted for a 20th consecutive year under this project. The project's aims are to enhance knowledge on traffic law and regulations and raise awareness and good sense of drivers together with pedestrians to be generous in using roads. This can help to prevent accidents on the road and hence benefits the whole Thai society.

## **Toyota Thailand Foundation**



Toyota Thailand Foundation was initiated in 1992 with the initial capital investment of 30 million baht. The current capital investment is 400 million baht. According to the policy on sustainable development, the Foundation has emphasized on social contribution for more than 18 consecutive years. The Foundation especially concentrates on youth development in both education and quality of life so that the youths are able to improve their life and grow up to be a high quality person. These youths will be a power that drives the country to be as advanced as other international countries. The Foundation sets the fund for implementing the social activities as shown below:

Year	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2005	2006	2007	2008	Total
Authorized capital by Toyota company	30	20	100	50	50						100	50							400
Expense by the objectives																			
Educational support at all education levels		0.63	2.60	6.14	9.57	12.23	11.87	6.26	4.13	4.09	5.61	10.26	9.40	9.00	19.25	20.95	15.10	11.70	158.7
- Primary - high school levels		0.63	2.51	4.14	5.94	5.70	4.49	2.36	2.64	2.08	4.00	8.00	7.20	7.50	16.00	16.45	13.05	5.70	108.4
- Undergraduate level			0.09	2.00	3.63	6.53	7.38	3.90	1.49	2.01	1.61	2.26	2.20	1.50	3.25	4.50	2.05	6.00	50.4
Quality of life		0.25	0.00	1.50	6.02	7.36	7.65	4.60	2.50	2.00	2.20	3.50	4.50	3.50	5.25	5.80	5.70	4.50	66.8
• Environment		0.21	0.00	5.31	1.00	2.00	0.70	1.30	0.50	0.00	0.80	0.50	1.50	1.00	0.00	0.00	0.00	0.50	15.3
<ul> <li>Support other charity organizations</li> </ul>		0.02	0.20	3.34	2.75	10.35	11.16	0.92	0.28	2.17	0.30	2.00	0.00	0.00	1.50	0.00	1.70	0.50	37.1
Total grant		1.11	2.80	16.30	19.34	31.94	31.39	13.08	7.41	8.26	8.91	16.26	15.40	13.50	26.00	26.75	22.50	17.20	278.1

\*Not including the implementation fund of 12.81 million baht (Total grant from 1992 - 2009)

#### **Education**



The Foundation focuses on educational aspect as the key for human development. Education is the basis for social and national development. Therefore, the Foundation has supported education from preliminary to undergraduate levels. To give the educational opportunity, the Foundation has rendered support to drug addicted children, vagabond children and AIDS orphans. The support was also extended to children who stay near the country's border by constructing school buildings for the Border Patrol Police schools to create educational opportunities. Additionally, to raise academic awareness in

society, the Foundation has provided support in publication of academic textbooks through giving the best academic awards in 3 academic areas including science, environment, and social science and humanity and the honor admiration awards for academic performance of the senior academics. Academic works, seminars, and publications of historical, cultural and neighbourhood countries study research have also been supported. The Foundation also train and acknowledge about Ayudhaya study to personnel and social science lecturers.











## Quality of life



The Foundation has an objective to support and enhance quality of life of school aged children who stay in remote rural areas so they can have the same living standard as urban children by supporting activities in various dimensions. For example, the education on nutrition and nutritional management in primary-school children by initiating the activity of Agricultural Practices for Lunch. The project is managed through cooperative system of the schools with the philosophy that "All children can have every meal and feel full nutritiously and sustainably".



The Foundation has also supported many activities related sustainably in the upper areas.





### Environment



The Foundation has collaborated with Chiang Mai University, the Forestry and Wildlife Conservation Foundation and the Paka -Kyaw Association to initiate the Upstream for Life project to preserve upstream forest in Samoeng District, Fang District and Chiang Dao District. This project also campaigned in the communities in upper areas to preserve forest areas. Additionally, the project campaigned for constructing check dams to increase forest area, and agricultural area, and to generate incomes for the communities.

## Supporting charity organizations



On the celebration of His Majesty the King Bhumipol's 80th birthday, the Foundation supported fund for establishing the Organ Donation Fund under the Organ Donation Project to celebrate the King. Additionally, the Foundation supported research to the Faculty of Architecture, Thammasat University for the publication of the celebration book, entitled, Roles and Ideas of His Majesty the King in the development of cities, communities, and architecture.





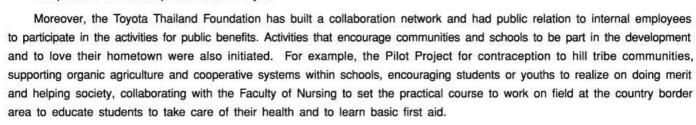
- 1. Second-Hand Book Project
- 2. Toyota Thailand Foundation Awards Project
- 3. Scholarships for every educational level
- 4. Construction of standard school buildings for the Border Patrol Police schools
- 5. Academic seminars and publications contributed to academic institutions
- 6. We Love Vegetables Project
- 7. Operation on Cleft Lip and Palate Project





to public health. These include the support of the Relief and Community Health Bureau to perform the operation on cleft lip and cleft palate in disabled children, the education on public health and occupational health to students of the Border Patrol Police schools, and the education on contraception for hill tribes in the upper areas near the country border covering 3 villages in Chiang Rai province to implement birth control correctly and





## TMT's Social activities in 2008-2009

## Policy about social activities in 2008



Emphasizing on sustainable development of business stakeholders by implementing practices on:

- 1. Social development based on the principle of investment for the society while avoiding permanent dependence of the society on the company's donation
- 2. Community participation support by:
  - · Providing opportunities to get access to related information and to be able to communicate with the company
  - · Creating good relationship and communicating with communities continuously, including stakeholders that the company have not created good relationship yet
- 3. Cultural support by providing:
  - · Cultural activities that generate and maintain community

· Conservation and protection of cultural heritage, especially, when any activities of the company may affect the cultural heritage

#### Social activities in 2010



- 1. Educational Support Project by improving landscape and providing learning and sport equipments
- 2. Education Media Development Project for kindergarten development centers
- 3. Environmental Protection Project
- 4. Raising Awareness of Safety Project
- 5. Clean Community and Fire Prevention Project
- 6. Basic Public Health Support Project





## Social activities in 2009



The project on landscape improvement and learning and sport equipment support was implemented at the Chatthipthepwittaya school (To celebrate the 2008 Father's day).

## The pilot learning project "Do Merit for our King, Sufficiency Economy"

As the company realizes the importance of implementation of the sufficiency economy, the project on sufficiency economy was accordingly initiated and carried out in 4 pilot schools in Chachoengsao province. The objectives of this project are to support the development of learning management system in the schools in both theoretical and practical parts based on the sufficiency economy principle, and to establish the sufficiency economy projects in schools such as planting home-grown vegetables and herbs, feeding catfish, etc. As a result, the company expects each school to be sufficiency and balances which are sufficient to eat and sufficient to live, based on self-dependence and the protection of social and environmental balances.











## Stop Global Warming Youth Camp: Taking Younger Brothers to Camp, Discovering Mangrove's Secrets, Year 3

Senior high school students were invited to join in the project to raise their consciousness on mangrove protections, to enhance their awareness on environmental changes, and to conserve and maintain the environment. This project educates youths to be leaders in environmental protection and conservation in the long run.





## Communicate about Relationship, **Enrich Environments by Collaborating with Communities**

The project was conducted to create relationship and good understanding, and to publicize environmental and social activities continuously among industrial entrepreneurs, surrounding communities and private sectors. Additionally, the activities supported by Toyota were to drive and to increase their participations in conducting social development projects sustainably.









## Toyota Gateway, Natural Forest Recovery, Stop Global Warming

As trees are advantageous in efficiently reducing serious climate change, Toyota initiated the Eco-Forest project and implemented this project at the back of Gateway Plant. The project aims are that the growing perennial plants can help absorb carbon dioxide. These parennial plants were selected to have species diversity in order to generate abundant and sustainable ecosystem.





### Stop Global Warming Project On Tour to Educate Youths, Year 2



Thai Auto Works Co., Ltd. conducted the activities by collaborating with schools and communities of the Bang Duan temple, Samut Prakarn province to create good relationship with the communities in surrounding areas and to raise environmental consciousness of youths. The project focused on global warming, which is presently a major problem. The company conducted many activities for education on global warming combined with recreation, such as Jogging for Global Warming Reduction, Forestation and Renovation of school areas. These activities make everybody to realize the importance of the environment and help to preserve it continuously.









## Blood Donation Project



Thai Auto Works Co., Ltd. has collaborated with the Thai Red Cross Society to organize blood donation every three months to provide the blood to those who are in need of each blood type.





## Learning and Teaching Media Contribution to Rural Areas Project No. 4

The Volunteer Club at Thai Auto Works Co., Ltd. conducted the activity of contribution of learning and teaching media to rural areas. The objective of this activity is to support and improve education quality to students. The activitiy was held at Ban Pa Ruek School, Phitsanulok province. The activities included providing learning and teaching equipments and conducting recreation activities for students.



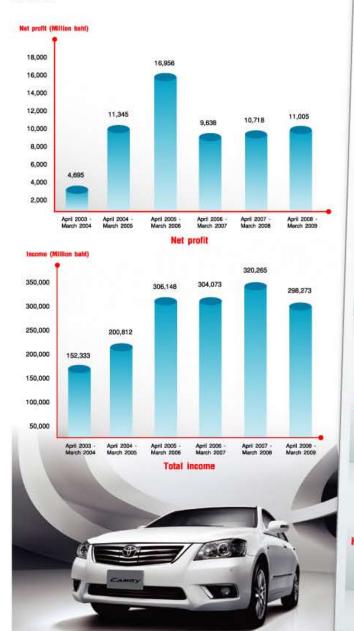




### Economic Performance

In 2009, the total sales volume of Toyota Motor Thailand Co., Ltd. was reduced by 38,000 cars or 7% of the total sales volume last year. The major effect of this situation is the U.S. financial crisis. As a result, the volume of the domestic sales was reduced by 61,000 cars or 21%. Although the export volume at the end of the year was decrease, the volume of the total export was increased by 22,000 cars or 9%. This is because the company was able to maintain the export volume as planned at the beginning of the year. The company therefore gained the net export volume of 1,800 million U.S. dollars, 600 million U.S. dollars or 5% higher than last year.

As the total sales volume was reduced by 21,000 million baht or 7% and the profit before tax declined by 900 million baht or 6%, the volumes of the custom duty, the excise tax, and the corporate income tax were reduced by 9,800 million baht or 25%







## **Opening Ceremony of the Biotope**

Continue to develop eco-system around the **Toyota Ban Pho Plant** 

Moving toward harmonious and sustainable living with nature and communities

Mr. Mitsuhiro Sonoda, President, Toyota Motor Thailand Co., Ltd. and Mr. Weerawit Wiwatthanawanich, Governor of Chachoengsao province have presided over the opening ceremony of the Biotope. In this occasion, Mr. Yasuhiro Mishima, Vice President extended a welcome and described the project in details. Toyota Ban Pho Plant renovated the area near the Eco-Forest area to improve the front area of the Plant to have an abundant eco-system and to become a learning site of environmental information. The opening ceremony was held on April 30th, 2009 at Toyota Ban Pho Plant, Chachoengsao province.

The Biotope project is the continuation of the Eco-forest project. This Biotope project was conducted to develop natural eco-system in the area of automobile manufacturing plant of Toyota Ban Pho. When the trees grow up and naturally mature, this area will have suitable condition to be a natural habitat for plants, animals and other native living organisms as same as the condition in the natural forest. These living organisms can fulfil the eco-system in this area to be more abundant, and this area will eventually be a learning site on environmental information for visitors. There were 5 stations for eco-system learning including:

- 1. Welcome to Biotope Station
- 2. Eco-System Station
- 3. Green Technology Station
- 4. Water Cycle and Forest Station
- 5. Eco-Forest Station, based on Professor Dr. Akira Miyawaki's technique





Moreover, this Biotope has been carried out by reusing resources and waste materials from the production process in the Plant in the most useful way. For example, reusing treated water for watering trees and filling a fish pond, fermentation of effective micro-organisms with food scraps to produce fertilizers and pest control materials, and utilization of other waste materials, such as used lumbers to construct a Thai pavilion and bridge, sawdust to pave walking areas, etc.



# Opening Ceremony of Ban Pho Test Course

For continous quality development

















# 10<sup>th</sup> Year Anniversary of Rachamongkol Rice

# Rachamongkol Rice Co., Ltd. Sustainable CSR

Another context of Toyota in promoting environmental conservation "Like the car I was in...built by Thai people... with over 200 people. I then think I would like to find the way to help employees in this factory...So I strongly intend to support them to set up a rice mill similar to the one at Suan Jitlada...The rice in this rice mill is bought directly from farmers. The price is suitable, and the farmers are happy because they can sell their rice for the appropriate price. Consumers can then purchase the rice in low price because it does not need to be transported too much. Since not many middlemen are involved, both the farmers and the consumers are happy." This passage was part of His Majesty the King's speech given on the occasion of the Celebration of His Majesty the King's Birthday on December 4th, 1997.

Rachamongkol Rice Co., Ltd. was established because of the mentioned passage and H.M.'s wealth of 600,000 baht given to Toyota family. Rachamongkol Rice Mill was established at Gateway Industrial Park with 5-million-baht authorized capital. It was one of affiliated companies of Toyota under the authorization of the Office of Social Support of Toyota Motor Thailand Co., Ltd. The rice mill was successfully built and first operated in June, 1999. Later, Her Royal Highness Princess Maha Chakri Sirindhorn, as the representative of His Majesty the King, presided in the official open ceremony on September 9<sup>th</sup>, 1999. Then, October 28<sup>th</sup>, 2008 was marked as the 10 years operation of Rachamongkol Rice Co., Ltd.

# Objectives of the Company

Since the beginning, Rachamongkol Rice Co., Ltd. has operated under these following main objectives;

- To help the farmers by purchasing their unmilled rice. We give them higher purchasing price than the government guaranteed price and the market price at that time. We also provide high quality seeds to the farmers for cultivating. These seeds give higher productivity and quality. Last year, we helped the farmers by providing 30 tons of such seeds for cultivating over 3,000 Rai. We provide farming facilities to accommodate farmers' work. For example, rice barn, rice-dry field, water well, fertilizer barns, tractor, and transporting belt are provided. We have cooperated with local officials to acknowledge and develop the farmers' potentials, which promote the farmers to establish sufficiency community. We believe that these lead to sustainable sufficiency economy with joint plantation as the model.
- To help customers by selling rice at appropriate price and selling by-products such as rice husk, rice bran to livestock farmers by offering 10-15% lower than the market price.
   We have developed quality of rice by developing the experimental rice fields employing Extra Microorganisms (EM) for organic farming.
- To operate mainly as a non-profit, sustainable and self-reliant enterprise

When considering our objectives, one would understand that Rachamongkol Rice Co., Ltd. is indeed established for promoting society. It can be inferred as a corporate with real social responsibility.









# For Our 10th Year Anniversary

For our 10th year anniversary, Rachamongkol Rice Co., Ltd. built a new office building, published a 10th year anniversary book namely "The Ultimate Thai Rice," and initialized Rachamongkol joint plantation integrated with novel farming theory undertaken through the initiative of His Maiesty the King. The Rachamongkol organic joint plantation was set up in the area of Rachamongkol Rice Mill. It is divided into 30% rice field, 30% water well, 30% vegetable planting area, and 10% barn. Rachamongkol Rice Mill will use this plantation as a model in order to exchange the experiences with farmers and visitors. We aimed at efficiently using the land and soil to maximize the effectiveness. Hence, the area of Rachamongkol joint plantation has been planned for production and farming that suitable for physical conditions of soil and water resources. The water resource management, labor usage, and other resources including capital investment of the plantation have been concerned according to the economical and social conditions. We have especially emphasized the use of waste of one production activity to another activity. Doing so has led to integrated joint plantation, driven to sufficiency agriculture, in which the farmers are sustainable self-reliance.

The Rachamongkol joint plantation and Rice Mill consists of rice fields growing light-sensitive rice, which is Jasmine Rice 105, and non-light-sensitive rice, which is Suphanburi 1. Moreover, we have raised Cyprinidae fish in water-filled rice field to maintain natural balance, more than 53 kinds of vegetable fields, 24 kinds of herb fields, more than 20 kinds of banana fields, many kinds of flowers and fruits in the plantation area.

In addition, there are ponds for fishery, ducks feeding for their eggs in the joint plantation area. All of these agricultures are free of chemical use. Biological fertilizer, which is produced from rice husk from the rice mill and animal wastes from local livestock farming, has also been used in our plantation.

### SUMMARY

Rachamongkol Rice Mill has operated for 10 years undertaken through the initiative of His Majesty the King given to Toyota family. The growing of our business along with better life qualities of Toyota family members, and the participating farmers is a solid sustainable happiness to participating members.



# **CAMRY HYBRID**

Mr. Kyoichi Tanada, President of Toyota Motor Thailand Co.Ltd, Mr. Yukihiro Okane, Chief Engineer of Toyota Motor Corporation (Japan), Mr. Wichien Emprasertsuk, Senior Vice President, and Mr. Vudhigorn Suriyachantananont, Senior Vice President, and Mr. Nikorn Prasertsom, Vice President of Toyota Motor Thailand Co.,Ltd., announced the press release "Camry Hybrid Intelligent Car" at the ballroom, Grand Hyatt Erawan hotel on July 27<sup>th</sup>, 2009.

Toyota Motor Thailand Co., Ltd. presented the latest midsize hybrid sedan, Camry Hybrid, which is assembled for the first time in Thailand, and as the first country in Asia. This intelligent car consists of advanced technology, environmental friendliness, fuel efficiency, excellent performance, exciting drive, noise-free operation, and comfort and pleasant drive. The new modified Camry was launched to response to customers' demand. This modified Camry is a beyond first-class for people beyond others.







### Concepts of the Product

# Outstanding With Environmental Friendly Performance of Hybrid Car Designed with Ultimate Technology

Camry Hybrid cars manufactured in Thailand are special edition, which designed especially for Thai market. The cars harmonize perfectly both luxury and advanced technology of Toyota Camry. They replicate Camry Hybrid standard manufactured in the U.S.A. and equip with THS II system. This system passes pollution emission test AT-PZEV of the state of California-the most rigorously enforced standard for environmental safety in the world. Hence, the emission system of the new Camry Hybrid can pass all the government regulations. This decreases the time for development and ready to response the increasing trend for global environmental conservation concerns.

# Response to the Demands of Thai Market and Customers as a Luxury Car

Camry Hybrid car is the first Hybrid car assembled in Thailand. The body is designed to have higher performance than those of others in the same class in terms of environmental friendliness, fuel efficiency, performance of power transmission, drive, and noise-free operation. Camry Hybrid is developed so that customer can envision the benefits of Hybrid car. In addition, Camry Hybrid creates an image of a leader in a Hybrid technology for Toyota automobiles. In order to reach these goals, we have to manufacture valuable car and attract people's interest to use Hybrid carextensively and to increase sales. According to the mentioned principle, we had decided to assemble Camry

Hybrid in Thailand to obtain new version cars, with inexpensive price and can be quickly distributed to Thai customers. However, we still maintain THS II system, which is accepted worldwide as the environmental safety standard benchmark.

# 4 Selling Points of Camry Hybrid Car

### 1. The ultimate of environmental friendliness

The Camry is based on the technology of the system which passes the pollution emission standard, AT-PZEV, of the state of California-the highest level of rigorously enforced standard in the world.

### 2. The ultimate fuel efficiency

It can reduce fuel usage for more than 30 % compared to others 2.4-L benzene engined cars or save fuel as much as regular small size cars

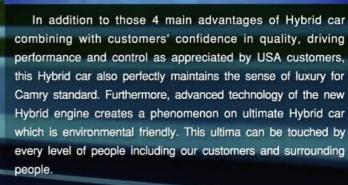
### 3. Responsive acceleration with no interruption

The Camry provides smooth and immediate response without any interruption

# 4. Noise-free operation and luxury

The Camry is designed to minimize noise and vibration during driving for noise-free operation as expected in luxury cars.







# Camry Hybrid



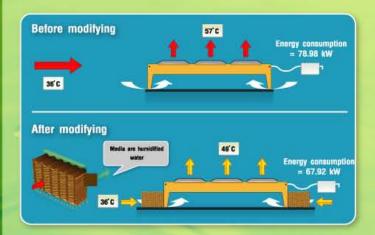


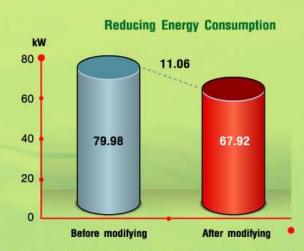
STM is the company in Toyota Thailand group with duties of manufacturing car parts, and assembling the engines of Toyota cars. The company is located at Amata Nakhon Industrial Park in Chonburi Province.



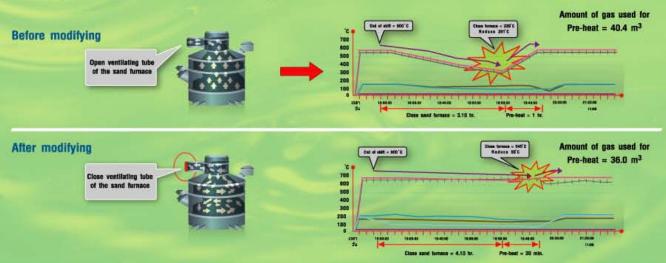
# Reducing Energy Consumption and Conservation of Energy Practice

The company conducts the activities to reduce energy consumption every year. For example, reducing energy consumption of air-conditioner Chiller before modifying. The condenser of air-conditioner Chiller had employed outside air to ventilate the heat of the system out. We modified by employing Pre-cool system (water-based cooling system) at the entrance of the ventilation. When the air from outside went into the Pre-cool system, its temperature dropped, and better heat venting could be obtained and cause more efficient engine. Installing Pre-cool system leads to better performance of the system and lower energy consumption of the air-conditioner Chiller. By modifying air-conditioner system, we could reduce electricity consumption by 58,392 kilowatt-hours per year.





Reducing Energy Consumption from Pre-Heat Sand Furnace by Using Natural Gas During Work Shift Switching. We used to cease the operation of the sand furnace during work shift switching. The heat was discharged from the furnace during this switching period, and high energy was needed to pre-heat and assume the operation of the furnace. Thus, we installed the system which was capable of closing ventilating tube of the furnace in order to maintain the furnace temperature during this switching period. This installation reduced natural gas use by 4.4 m<sup>3</sup>/work shift and reduced working time by 30 min/work shift.



### **Activities for Society and Environment**

Activities for society and environment are important obligations that Siam Toyota Manufacturing Co., Ltd. has performed along with our business development. In 2008, our company initiated activities to stimulate the awareness of environmental conservation for community, and to permanently maintain ecological balance via these following programs;







Garden

# • "Teaching Teenagers to Conserve Environment" Project

This is the program our company has started since 2004. The objectives of this program are to promote the understanding and awareness in natural resources conservationfor teenagers. We believe that teenagers are the main driving force for developing the country and the world in the future. Hence, providing knowledge and good understanding for teenagers would help to reduce the destructive rate of natural resources, and lower energy consumption both directly and indirectly, which could reduce greenhouse gas emission into the atmosphere. The activity involved visiting and teaching teenagers in their schools around Amata Nakorn Industrial Park. We visit 2 schools per year.



Wat Ban Rai School (July 2nd, 2008).



Wat Sri Pra Cha Ram School (July 10th, 2008)

From evaluation results, we found that the participating schools were excellent.

These results proved that the program was successfully operated according to the target.



# . "Plant More Trees to Glorify the King" Project

Siam Toyota Manufacturing Co., Ltd. does realize the effects of global warming and understand that one way to reduce the global warming is to increase forest area by planting more trees. Trees help to absorb CO2 before entering the atmosphere. Thus, we run a project "Plant More Trees to Glorify the King" to reduce the global warming. We joined with Koh Chan municipality with 1,228 participants to plant 20,000 trees in 100 Rai in 2008.







## "Environmental Conservation Youth Camp on Tour" Project

Our company believes teenagers should be laid the foundation about environmental learning since they are in school. Hence, we emphasize the teenagers to aware of the importancethink and involve in thinking and performing environment conservation activities. This project should be good to help teenagers to have a good sense of natural resources and environmental conservation. So our company held this "Environmental Conservation Youth Camp on Tour" project. We ran this program at Ruam Ta Wan Center in Kanchanaburi Province in 2008.







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Value 27-57	Responsibility Performance Indicator	A STATE OF THE PARTY OF
	Product and Service Labeling	N MEAN
PR5	Practices related to customer satisfication, including results of surveys measuring customers satisfication	37-39
		A DEC.

# **Company Outline**



# 1. Head Office and Somrong Plant



186/1 Mu 1, Old Railway Road, T.Samrongtai, A.Phrapadaeng Samutprakarn 10130

Tel.: + 66 (0) 2386-1000 Fax.: + 66 (0) 2386-1891

# 4. Ban Pho Plant



99 Mu 2, T.Taladkhwang, A.Ban Pho, Chachoengsao 24140

Tel.: + 66 (0) 3812-2000 Fax.: + 66 (0) 3812-2002

# 2. Bangkok Office



42 - 43 Floor, CRC Tower, All Season Place 87/2 Wireless Road, Khaeng Lumphini Khet Pathumwan, Bangkok 10330

Tel.: + 66 (0) 2305-2000,

+ 66 (0) 2685-3800 Fax.: + 66 (0) 2305-2013,

+ 66 (0) 2685-3510

# 5. Toyota Education and Training Center



25 Mu 7, Suwinthawong Rd. (KM 66) T.Khlongnakornnuanget,

A.Muang, Chachoengsao 24000

Tel.: + 66 (0) 3884-7377 Fax.: + 66 (0) 3884-7384

# 3. Toyota Gateway Plant



74 Mu 9, Huasamrong A.Plangyao, Chachoengsao 24000

Tel.: + 66 (0) 3857-5100 Fax.: + 66 (0) 3857-5186

# For more information about the report, please contact

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