




Sustainability Report 2010

Toyota Motor Thailand Co., Ltd.



 TOYOTA



All for Environment

With our commitment to sustainably drive the cycles of industry in harmony with the cycles of nature, Toyota Motor Thailand Co., Ltd. has continuously set up many activities for Thai society and the environment. The Sustainability Report Year 5 still covers 3 main concepts which are considered key in driving our organization towards sustainable development, i.e. environmental, social and economic implementations conducted in the last fiscal year 2010 (April 2009 – March 2010).

This year, thanks to an economic recovery and a production plant relocation from Thai Auto Works to the Toyota Ban Pho Plant, our production capacity has increased and we were able to meet market needs. Toyota's sales volumes increased compared to last year in both domestic and export markets. In addition to the economic advancement, various social activities have been continuously implemented during almost 50 years of our business in Thailand such as "the White Roads Project", which campaigns for road safety and has been implemented over the past 22 years. This year, the 3rd White Road Theme Park was established at Suranaree University of Technology, Nakhon Ratchasima Province. The quality of life for Thai communities has also been sustainably enhanced by the operations of the Toyota Thailand Foundation.

From an environmental aspect, Toyota has continuously organized various activities for campaigning, educating, and raising awareness of our employees and local communities such as the Stop Global Warming Project Year 5, by which the first Global Warming Learning Center was established at Tung Song Municipality, Nakhon Si Thammarat Province; the Mangrove Reforestation Project Year 6; and the Eco Forest Project. The Eco Forest Project focuses on the forestation of native species so that the trees can quickly flourish. According to our goal, a total of 1,000,000 trees will have been planted by 2012.

With a fervent desire to achieve self development in harmony with environmental and social development in a continuous and sustainable manner, Toyota Motor Thailand Co., Ltd. is continuously developing itself by maintaining quality standards and heading towards a sustainable development of Thai society as indicated in the new slogan:

"Thai Better Future, Our Pride"



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Environ Education and Road Safety



Message from Mr. Kyoichi Tanada, President Toyota Motor Thailand Co., Ltd.

“We have co-objectives to look after the environment while continuing activities that encourage Thai society to building society with equilibrium and sustainability.”

2009 was indeed a year of great challenge for Toyota despite facing with volatile market situations, resulting from various factors both within and outside the country or even some obstacles in the automobile industry. However, we have still maintained our Triple Crown Sales Leadership, the leader of top sales in all 3 markets, for five years consecutively. Moreover, we have obtained several national awards on environment, society, products, and services. I would like to thank the perseverance and efforts of all employees, executives, and organizations involved in business dealing with Toyota, including suppliers and dealers which have operated according to the “Sawasdee, Sanookdee, Sabaidee” principle. Thanks are also due to all valued customers for their incessant patronage so that Toyota could overcome difficulties.

Toyota is not only a leader in the automobile industry, but is also well aware of its corporate accountability to society with a clear policy and operation in order to innovate social responsibility. This starts with purchasing, manufacturing, logistics, marketing, and after-sales service throughout creating environmentally friendly products. Consequently, consumers would have quality merchandise from the responsible producers in every stage of business operation. Besides, we have co-objectives to look after the environment while



continuing activities that encourage Thai society relentlessly by focusing on 4 significant aspects as follows:

1. Environmental Promotion

Toyota has proceeded on environmental projects such as the opening of the Biotope educational center at Toyota Ban Pho Plant as a useful resource center for youth and visitors, the mangrove reforestation project at Bang Pu Nature Education Center in Samutprakarn province, the Stop Global Warming Project Year 5 which has networked to cover all 76 provinces nationwide, including the project of forest conservation volunteer and environmental development to contribute to King Bhumiphol who has initiated the concept of sustainable eco-forestation for the community to cause a truly complete and sustainable biological balance.

2. Road Safety Promotion

Toyota has established a pilot project called the “Thai Genius Traffic Information Center” with cooperation of the public sector and has most recently join-handed with Suranaree Technology University, Nakornrachsima in running the 3rd White Road Theme Park under the “White Road” Project to educate safety driving to the youth for over 20 years in a row.

3. Education and Technology Dissemination Promotion

Toyota has emphasized developing potential of youth by sponsoring scholarships to Chulalongkorn and Thammasat University students for 38 years consecutively, including supporting automobile technology know-how by imparting knowledge on hybrid technology to university students. We aim at building potential and capability of young generation in order to principally drive and develop Thai society for sustainable development.

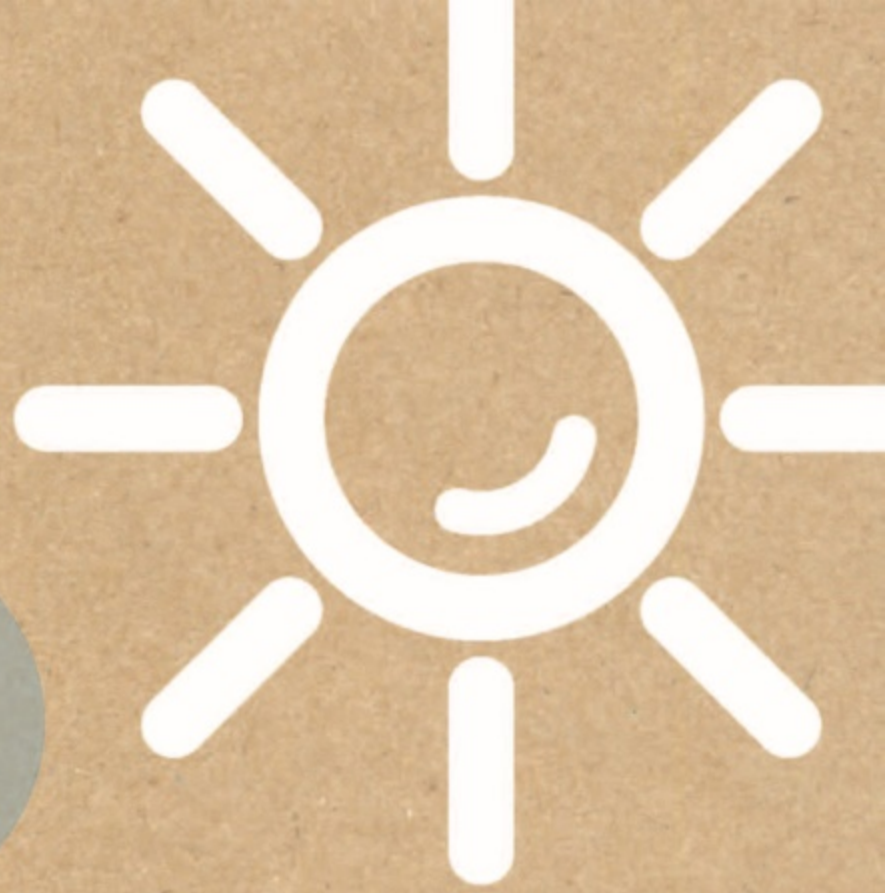
4. Community Development Promotion and Others

Toyota has set up several projects and directed activities to develop the community around the three plants of Toyota at Samrong, Ban Pho, and Gateway, emphasizing participation between the community and the organization with administrative and managerial innovation as well as Toyota Know-how to generate income and occupations for the community.

With social accountability mingling with Toyota’s determination to building Thai society with equilibrium and sustainability, we take pride in our mission,


‘Thai Better Future, Our Pride’





Company Overview





Corporate Philophy

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

1. 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
2. Respect the culture and customs of every nation and contribute to economic and social development through corporate activities in communities.
3. Dedicate ourselves to providing clean and safe products and to enhancing the quality of life everywhere through all our activities.
4. Create and develop advanced technologies and provide outstanding products and services that fulfill the needs of customers worldwide.
5. 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.
7. 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-term 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 deliver products and services that exceed customer's expectation.

5. 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.



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 2 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 system and structure
- 🔑 Promoting organization 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 for people

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

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

Overall Company Review

With our commitment over the past 48 years to our business in Thailand since October 5, 1962, Toyota Motor Thailand Co., Ltd. has achieved its goals to be the most admired automotive manufacturer in Thailand and the core company of the global Toyota organizations. From the Toyota strategy plan to be the key producer and automotive manufacturing center, we are also considered as the leader to supply our products in both domestic and worldwide markets.

Currently, we have a capital investment of 7,520 million baht with more than 14,000 employees. The total production capacity is 611,000 units from 3 main plants, namely the Gateway Plant with a production capacity of 173,000 passenger cars a year and the Samrong Plant and the Ban Pho Plant with a car production capacity according to the IMV project of 276,000 and 162,000 units/year respectively.

The total domestic sales volume is greater than 200,000 units/year* through 119 nationwide dealers and more than 236,000 ready-made vehicles are exported to more than 100 countries* within a year. In addition, the export volume of the automotive parts is more than 46,359 million baht/year**.

Along with our success in production, increased sales volume and trust in our vehicle quality which is accepted in an international standard,

the Company launched the Camry Hybrid in July 2009. This new car is energy efficient and environmentally friendly. It is assembled at the Gateway Plant where the new place of high technology in automotive assembly for perfect environmental conservation.

For cars in the IMV project, we achieved 1 million vehicles export on July 2010 which means to our quality acceptance and world class production standards through Samrong Plant and especially Ban Pho Plant. The latter is noted as the plant having the most innovative technology and being the most environmentally friendly among the global Toyota organizations. This brings about the confidence of production potentiality. An increase in production is supported by a continuous improvement of standards on safety, quality, costs and environmental friendliness in the long run.

We also play an important role as a manufacturing support center under the operation of the Toyota Motor Asia Pacific Co., Ltd. (TMAP-EM) as the center of manufacturing, design, research and development of products apart from the headquarter in Japan, as well as being the Toyota Part Center Asia Pacific (TPCAP) to respond to increased needs in both Asia Pacific and worldwide market in the future.

*Remark: As of 2009 (CY), **Exclude all CBU model



Toyota Motor Thailand Co., Ltd. has 8 affiliates as follows:

1. Hino Motor Manufacturing (Thailand) Co., Ltd.
2. Siam Toyota Manufacturing Co., Ltd.: STM
3. Thai Auto Works Co., Ltd.: TAW
4. Toyota Body Service Co., Ltd.: TBS
5. Toyota Leasing (Thailand) Co., Ltd.: TLT
6. Toyota Transport (Thailand) Co., Ltd.: TTT
7. Toyota Automotive Technical Co., Ltd.: TAT
8. Rachamongkol Rice Co., Ltd.: RRC

Our new vow, "Thai Better Future, Our Pride", reflects our concept to move alongside with the development of Thai society. We will aim towards being the CSR leader by means of integrating cooperation within the internal organization, an earnest reaching out to society and communities, and communication support to create inspiration and motivation for raising awareness on social responsibility.

Toyota adheres to a philosophy on business growth that is in harmony with a sustainable development of communities and society. We will bring this philosophy to actual practice for the Thai society. To prepare ourselves for the 50th anniversary celebration of our business in Thailand in 2012 or the next two years, we have announced the "Integrated CRS Across Value Chain" concept with our desire to help Thai society set a network of cooperation with us to create a better society for the future and to extend this integration of cooperation of the Thai society and finally to achieve our vow.

Structure of Environmental Committees Toyota Motor Thailand Co., Ltd.



Mr. Kyoichi Tanada
President

Mr. Toshiyuki Oya
Executive Vice President

Mr. Kohei Nakao
Treasurer

**Safety and Environment
Promotion Office**
Secretary

Special
units

Toyota Academy
Thailand

Administration
Division

Marketing
Division

Technical
Division

Manufacturing
Division



Environment, Occupational Health and Safety Policy of Toyota Motor Thailand Co., Ltd.

Environment Policy



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, 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

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 complied 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 in 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 ensure compliance of safety policy.



Toyota's Achievements and Pride from Past to Present

Fiscal year 2010 is perfectly the year of achievement and pride of Toyota Motor Co., Ltd. It not only attained the Triple Crown Sales Leadership and carried customers' favor of products and services but it also won a number of outstanding national awards. These are the results of our efforts and infinite dedication to maintain quality standards, to continuously sustain self development and to create the highest customer

satisfaction as well as our determination to give priority to live in harmony with society and and the environment.

These achievements would not have happened if executives and employees at all levels had not taken part. We are ready to move toward creating a happy Thai society as said in our slogan...

"Thai Better Future, Our Pride"



Awards of Our Organization and Employees Related to Social and Environmental Aspects

1. Toyota Thailand Foundation received the "Thailand Top 100 HR Award" in the "Thammasat HR International Award" category due to its commitment to projects that give support to Thai society for sustainable growth and development, especially in human resources development, for more than 17 years.
2. The "White Roads" project received the "Prime Minister Road Safety Award in the area of the organization with outstanding performance on road safety" from Prime Minister Abhisit Vejjajiva. This award was first established in Thailand at the "9th National Seminar on Traffic Accidents."
3. "Pin of Gratitude for Scholarship Sponsor" from the President of Chulalongkorn University due to our continuous support through scholarships for undergraduate students of Chulalongkorn University for more than 1,453 scholarships since 1973.





4. The “Emeritus on Recreation 2009 Award” from the Office of Sports and Recreation Development, the Ministry of Tourism and Sports. This was due to our commitment to the enhancement of quality of life and working environment to employees’ job satisfaction.



5. Toyota Gateway Plant and the Toyota Ban Pho Plant were certified with the “Standard for Corporate Social Responsibility: CSR-DIW 2009” in complying with that standard from Department of Industrial Works.



6. Toyota Samrong Plant won the “Thailand ESCO Project Award 2009” from the Ministry of Energy.

7. Toyota Ban Pho Plant received the “ESCO Project Award 2009 for Outstanding performance in Energy Management by ESCO (Energy Service Company)” from the Minister of the Ministry of Energy.



8. As Toyota Samrong Plant and Gateway Plant won the “Thailand ESCO Project Award 2008” from the Minister of Energy. The Federation of Thai Industries interviewed the executives of these plants, Mr. Apinont Suchewaboripont and Mr. Ekachai Ratanachaiwong, who are the Senior Vice Presidents. An energy conservation documentary film was also produced to serve as a good model for energy conservation for other enterprises.



9. Toyota Samrong Plant received the “Outstanding River Conservation and Recovery Award.” Toyota Ban Pho Plant also received the “Good Cooperation in River Conservation and Recovery Award” from “Love Mom...Conserve the River (Rak Mae... Rak Mae Nam”, the project in Honor of Her Majesty the Queen, which was implemented by the Ministry of Industry.





Corporate & Employee Related Award

1. Toyota Motor Thailand received the “Outstanding Enterprise Award” on labor skills training from Her Royal Highness Princess Soamsavali.
2. The “Honorable Outstanding Enterprise Award” on relations and labor welfare in 2009 in the category of large enterprise with labor union from Prime Minister Abhisit Vejjajiva for the five consecutive year (2005-2009).
3. Toyota Gateway Plant received the “National award for Excellent in Safety Occupational Health and Workplace Environment 2009” for the second consecutive year.
4. Toyota Gateway Plant received the golden award “Zero Accident Campaign” from Department of Labour Protection and Welfare, Ministry of Labour
5. Toyota Gateway Plant has received one best practice and one consolation prize and Ban Pho Plant has received one consolation prize from “2009 Thailand Ergo Best Practice Award” that arranged by Ergonomics Society of Thailand.





Customers & Product Related Award

1. The royal award of Her Royal Highness Princess Maha Chakri Sirindhorn for the “Thailand Corporate Excellence Awards 2008” in “Product and Service Quality Excellence” for 2 consecutive years
2. The J.D. Power 2009 award was granted for the highest score of Customer Satisfaction Index - CSI from J.D. Power Asia
3. “TAZA: Thailand Automotive Quality Award 2009” from Ministry of Industry. This is the highest record for the Company as it received 9 out of 11 awards.
 - Sales Satisfaction Outstanding
 - 1) Passenger Car
 - 2) 1-Ton Pickup
 - After-sales Service Satisfaction Outstanding
 - 1) Small Passenger Car
 - 2) 1-Ton Pickup
 - Initial Quality Satisfaction Outstanding

Vios	Small Passenger Car
Camry	Upper Medium Passenger Car
Hilux Vigo	1-Ton Pickup, 2 Door, 2 WD
Hilux Vigo	1-Ton Pickup, 2 Door, 4 WD
Fortuner	MPV/SUV
4. Toyota and Lexus received 7 prizes of the “Car of the Year 2010” award from the 31st “Bangkok International Motor Show” on March 26th, 2010 at Bangkok International Trade and Exhibition Center – BITEC, Bangna.
 1. Camry 2.4 Hybrid
 - received the Best Advanced Technology award
 2. Altis Advance CNG
 - received the Best Sedan CNG award
 3. Hilux Vigo 3.0
 - received the Best Fuel Economical Pickup 3,000 CC award (For the second consecutive year)
 4. Hilux Vigo Smart Cab 2.5 E
 - received the Best Pickup 2 WD under 2,500 CC award
 5. Toyota
 - received the Best Selling Car award (For the second consecutive year)
 6. Toyota
 - received the Best Export Car award (For the fifth consecutive year)
 7. Lexus RX450h
 - received the Best SUV Advanced Technology award

Awards and Achievements (Corporate and Employee Related Award)

Year		Corporate and Employee Related Awards
2552	2009	<ol style="list-style-type: none"> 1. Thailand Energy Award 2009 (Gateway Plant) 2. Thailand ESCO Project Award 2008 (Samrong Plant) 3. Thailand ESCO Project Award 2008 (Gateway Plant) 4. Biological diversity conservation award of forest ecosystem (Banpho Plant) 5. Hewitt Best Employers in Asia 2009 (TAW) 6. Best Employers in Thailand 2009 (TAW)
2551	2008	<ol style="list-style-type: none"> 1. The 1st Runner-up of "ASEAN Energy Award 2008" (Samrong Plant) 2. Thailand Energy Award 2008 for Best Energy Management (Samrong Plant) 3. Thailand Energy Award 2008 (Gateway Plant) 4. Mr. Naoki Ono, President of TAW was bestowed the Excellent Executive Award for Energy Management in Thailand Energy Award 2008 5. Thailand ESCO Project Award 2008 (Gateway Plant) 6. Excellent Labor Relation and Welfare Award (5 consecutive years) 7. Corporate Social Responsibility, Department of Industrial Works (CSR-DIW)
2550	2007	<ol style="list-style-type: none"> 1. Thailand Energy Award 2007 for energy conservation in the category of controlled plant (TAW) 2. "ASEAN Energy Award 2007" in Singapore (TAW) 3. The Prime Minister Industry Award 2007 in The Best Energy Management and Quality Management Award". (Gateway plant) 4. Excellent Labor Relation and Welfare Award (4 consecutive years)
2549	2006	<ol style="list-style-type: none"> 1. The Excellence Industry Award in 2006 held by 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) <ul style="list-style-type: none"> Excellence awards were for : <ol style="list-style-type: none"> 1. Commitment to Innovation 2. Marketing Excellence 3. Commitment to Product Quality and/or Service Quality Certificate awards categorized as follows : <ol style="list-style-type: none"> 1. Commitment to Social and/or Environmental Issues 2. Commitment to Energy Saving 3. Commitment to Human Resource Management 4. Overall Corporate Excellence
2548	2005	<ol style="list-style-type: none"> 1. The Prime minister's industry award for quality management category from the ministry of industry (Samrong plant) 2. International award from TMC: distributor of the year 2005 award from 2005 CS kaizen marathon conference Kuala Lumpur, Malaysia. 3. The Excellent Labor Relation and Welfare Award 2005 by the Ministry of Labour 4. The Excellent Labor Relation Award 3 years continuously (2003-2005) by the Ministry of Labour 5. The best safety award for occupational health and working environment from the ministry on labour 4 years continuously(Gateway plant).
2547	2004	<ol style="list-style-type: none"> 1. The Prime minister's industry award for productivity management category from the ministry of industry (Samrong plant). 2. The Best safety award for occupational health and working environment from the ministry on labour (Gateway plant). 3. The Excellent Labor Relation and Welfare Award 2004 by the Ministry of Labour
2546	2003	<ol style="list-style-type: none"> 1. The Prime minister's industry award for Environment management category from the ministry of industry (Samrong plant). 2. The best safety award for occupational health and working environment from the ministry on labour (Gateway plant). 3. The Excellent Labor Relation and Welfare Award 2003 by the Ministry of Labour
2545	2002	<ol style="list-style-type: none"> 1. The Prime minister's industry award for safety management category from the ministry of industry (Samrong plant). 2. The best safety award for occupational health and working environment from the ministry of Labour (Gateway plant).
2544	2001	<ol style="list-style-type: none"> 1. 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) 2. The Excellent practice for drug prevention and solution at workplace from the department of labour protection and welfare of chachoengsao province (Gateway plant)
2543	2000	<ol style="list-style-type: none"> 1. The Prime minister's industry award for safety managementCategory from the ministry of industry (Gateway plant) 2. The certificate of admirable industry "Environmental management" from the ministry of industry (Samrong plant). 3. Healthy workplace from department of health from the ministry of public health (Gateway plant)

Awards and Achievements (Customers and Product Related Award)

Year		Organization and Employee Awards
2552	2009	<p>1. "Thailand Automotive Quality Award in 2008" (TAQA) with the highest record of the company as it received 7 out of 11 awards from the Minister of Industry as follows:</p> <ul style="list-style-type: none"> - Sales satisfaction outstanding, passenger car - After sales service satisfaction outstanding for: <ul style="list-style-type: none"> - Passenger car - 1-Ton pickup (2 consecutive year) - Initial product satisfaction outstanding for: <ul style="list-style-type: none"> - Vios Small passenger car - Camry Upper medium passenger car - Hilux Vigo 1-Ton pickup, 4 door - Fortuner MPV/SUV (2 consecutive years)
2551	2008	<p>1. The J.D. Power 2008 Award was granted for the highest score of the Customer Satisfaction Index – CSI from J.D. Power Asia Pacific</p> <p>2. "Thailand Automotive Quality Award 2008" (TAQA) from the Minister of Industry:</p> <ul style="list-style-type: none"> - Outstanding Sales Satisfaction for passenger car - Outstanding After Sales Service Satisfaction for <ul style="list-style-type: none"> - Passenger car - 1-Ton pickup (2 consecutive year) - Outstanding Product Satisfaction for <ul style="list-style-type: none"> - Vios Small passenger car - Camry Upper medium passenger car - Hilux Vigo 1-Ton pickup, 4 door - Fortuner MPV/SUV (2 consecutive years)
2550	2007	<p>1. Toyota Motor Thailand Co., Ltd. received 7 "Car of the Year 2007" awards from GrandPrix International Co., Ltd., the organizer of the "28th Bangkok International Motor Show" at BITEC, Bangna.</p> <p>Best passenger car 2 rewards</p> <ul style="list-style-type: none"> - Yaris The excellent sub-compact hatchback car. - Camry J 2.4 The excellent medium-size passenger car under 2,500 CC <p>Best commercial vehicle rewards 5 rewards</p> <ul style="list-style-type: none"> - Fortuner 3.0 V The exceptional SUV with diesel engine (3rd consecutive year) - Hilux Vigo 3.0 G The brilliant pickup with 2-wheel driving system and engine of not more than 3,200 CC - Hilux Vigo Prerunner 3.0 E The superb pickup with engine not more than 3,200 CC - Toyota The admirable export vehicle (2nd consecutive year) - Hilux Vigo 3.0 G The oil-economizing pickup with engine not less than 3,200 CC (3rd consecutive year) <p>2. "Car of the Year 2007", the tremendous luxurious passenger car in LS460 model from Grandprix International Co., Ltd., the organizer of the "28th Bangkok International Motor Show".</p> <p>3. Two rewards of the "Thailand Corporate Excellence Awards" :</p> <ul style="list-style-type: none"> - Marketing excellence - Product and/ or Service Quality Excellence
2549	2006	<p>1. "Car of the Year 2006" from Grandprix International Co., Ltd., the organizer of the "27th Bangkok International Motor Show".</p> <ul style="list-style-type: none"> - Fortuner 3.0 V Best SUV, Diesel engine (2nd consecutive year) - Hilux Vigo 3.0 G extra cab 4 WD Best pickup, Cab 4 WD (2nd consecutive year) - Hilux Vigo D4D 3.0 G 2 WD Best fuel economy pickup 3,000 CC (2nd consecutive year) - Toyota Best export vehicles <p>2. J.D. Power Asia Pacific Award 2006 from car-customer satisfaction survey in 2006</p> <ul style="list-style-type: none"> - Yaris Outstanding Entry-sized saloon - Corolla Altis Outstanding Mid-sized saloon (3rd consecutive year) - Hilux Vigo Standard Outstanding 1-ton pickup truck (2nd consecutive year) - Hilux Vigo Prerunner Outstanding 1-ton cab pickup truck (2nd consecutive year) - Hilux Vigo Double Cab Outstanding 1-ton double cab pickup truck (2nd consecutive year) <p>3. "Thailand Automotive Quality Award 2006" from the Ministry of Industry:</p> <p>The "Best Automotive" in Sales Quality category</p> <ul style="list-style-type: none"> - Commercial vehicle <p>The "Best Automotive" in Product category</p> <ul style="list-style-type: none"> - Corolla Altis Mid-sized saloon - Camry Large-sized saloon - Wish Multi-purpose Vehicle

Awards and Achievements Related to Customers and Products

Year		Organization and Employee Awards
2548	2005	<p>1. "Car of the Year Award 2004" in the 26th Bangkok International Motor Show :</p> <ul style="list-style-type: none"> - Fortuner 3.0 V Best SUV : diesel engine - Hilux Vigo 3.0 G, Extra Cab,4WD Best Pick-up : Cab, 4WD - Hilux Vigo 3.0 G, Double Cab, 4WD Best Pick-up : Double Cab, 4WD - Hilux Vigo 3.0 G, 2WD Best fuel efficiency : 3000 CC. <p>2. "Initial Quality Satisfaction (IQS) Award 2006" by J.D.Power Asia Pacific :</p> <ul style="list-style-type: none"> - Corolla Altis Mid-sized saloon - Hilux Vigo, Standard Type 1-Ton Pick-up truck : Excellent Load - Hilux Vigo, Extra Cab 1-Ton Pick-up truck : Excellent Cab - Hilux Vigo 3.0 G, 2WD Best fuel efficiency : 3000 CC. <p>3. "Thai Automotive Quality Award (TAQA) 2005" granted at Ministry of Industry</p> <ul style="list-style-type: none"> - 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	<p>"Car of the Year Award 2004" in the 25th Bangkok International Motor Show :</p> <ul style="list-style-type: none"> - 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	<p>1. "Car of the Year Award 2003" :</p> <ul style="list-style-type: none"> - Hilux Tiger Pick-up 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 1500cc. <p>2. "Outstanding Sale Agent Service Award" by J.D. Power & Associates for 2nd year.</p> <p>3. "Thailand Automotive Quality (TAQA) Award 2003" for 6 award :</p> <ul style="list-style-type: none"> Sale Quality : commercial 1-Ton Pick-up truck. After-sale service : passenger cars category. - Sale Quality : commercial 1-Ton Pick-up truck. - After-sale service : passenger cars. - After-sale service : commercial 1-Ton Pick-up truck. - Product : small passenger car (Soluna Vios) - Product : commercial car, 2door and 4WD (Hilux Tiger D4D) - Product : SUV (Sport rider) <p>4. "Super Brand performance Award 2003" granted by Reader's Digest</p>
2545	2002	<p>1. "Car of the Year Award" from Bangkok International Motor Show in Much 2002 as follow :</p> <ul style="list-style-type: none"> - Hilux Tiger D4D 2.5 1-Ton Pick-up truck : Modern Technology - Hilux Tiger D4D Extra cab 1-Ton Pick-up truck : 4WD - Sport rider D4D SUV : Diesel engine - Corolla Altis 1.8G Sedan Vehicle : less than 1,800 cc. <p>2. "Thailand Automotive Quality Award" as follows :</p> <ul style="list-style-type: none"> - Quality automotive business with respect to sale quality, pick-up category. - Quality automotive business with respect to after sale quality, pick-up category. - Quality automotive business with respect to product, small passenger car (Corolla Altis) - Quality automotive business with respect to 1-Ton Pick-up (Hilux Tiger D4D) . <p>3. "Customer satisfaction Award 2002 on Agent Services" granted by J.D. Power & Associates</p>
2544	2001	<p>1. "Car of the Year Award 2001" as follow ;</p> <ul style="list-style-type: none"> - Hilux Tiger SRS 3.0 1KZ 1-Ton Pick-up truck : 4WD - Lexus LX 470 off-road SUV : Engine 3,000 cc. <p>2. "J.D. Power No.1 Award 2001 for Quality Medium-sized Passenger Car" given by J.D. Power & Associates.</p>
2542	1999	<p>"Car of the Year Award 1999"</p> <ul style="list-style-type: none"> - 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



Environmental Performance



Toyota Global Vision 2020

Toyota Global Vision Open the Frontiers of Tomorrow through the energy of people and technology

“Open the Frontiers of Tomorrow” is the current slogan for Toyota Global Vision 2020. This is an expression of the desire by Toyota and each of its employees to help create a path to a new world and to work steadily toward the realization of society’s dreams. And this progress is to be achieved “through the energy of people and technology.”

Cycles of Nature

All people and communities are subject to the natural cycles of the earth. Toyota is committed to undertaking “monozukuri” (manufacturing) that strikes a harmonious balance with nature in order to carefully sustain the global environment.

Cycles of Industry

An industry creates new value, while spawning the birth of a new industry—such is the way of the cycles of industry. Toyota endeavors to be a driving force behind the development of sustainable industries.

Toyota’s mission as it heads toward the year 2020 is to reexamine the relationship between nature and industry. The most important thing is the coexistence of Monozukuri (production), human beings, society and nature. In order to simultaneously manage the Monozukuri cycle and nature cycle, Toyota has endeavored to help promote efforts toward finding a harmonious balance between the cycles of nature and the cycles of industry. We believe that we can cope with the new challenge and certainly achieve our goal.

Environmental Account

	Item	Detail	Cost (Apr 08 – Mar 09)				Cost (Apr 09 – Mar 10)				Performance Apr 08 – Mar 09
			Samrong	Gateway	Ban Pho	Total (Baht)	Samrong	Gateway	Ban Pho	Total (Baht)	
Maintenance cost	Environmental measure cost	Waste disposal and waste treatment	4,471,299	3,122,001	3,054,193	10,647,492	3,724,968	3,335,271	2,298,675	9,358,914	12% decrease
		Waste water treatment	7,378,350	3,426,038	5,443,442	16,247,830	6,288,657	3,533,546	4,205,725	14,027,928	14% decrease
		Monitoring cost (Waste water, air quality, soil quality and ground water)	1,971,793	1,310,000	3,661,287	6,943,080	1,584,553	1,664,975	5,478,049	8,727,577	26% increase*
	Environmental personnel wage	Personal wages	-	-	-	10,907,732	-	-	-	11,453,119	5% increase
	Cost for raising awareness campaign	Environmental report	-	-	-	420,510	-	-	-	415,650	1% decrease
		Awareness-building medias	-	-	-	18,000,000	-	-	-	18,000,000	
Environmental Invesments	Construction and instrument investment for environmental improvement	Prevention of wastewater pollution	6,000,000	2,500,000	140,000	8,640,000	-	2,820,000	-	2,820,000	67% decrease**
		Energy conservation projects	4,400,000	14,505,000	4,180,000	23,085,000	5,500,000	1,278,054	2,491,030	9,269,084	60% decrease***
	Cost related to Environmental aspect	Social implementation or support of environmental organizations	-	-	-	40,000,000	-	-	-	40,500,000	1% increase
		Survey, education and training	-	-	-	660,000	-	-	-	746,125	13% increase
		ISO Certification related expense	292,000	570,000	300,000	1,162,000	465,700	474,200	333,300	1,273,200	10% increase

Note * Environmental Monitoring costs in fiscal year 2010 increased as Toyota Ban Pho Plant was selected to be one of 5 sustainability plants of Global Toyota. Therefore, more environmental monitoring has been implemented and strengthen than Thai regulation.

** In fiscal year 2010, there was not additional investment in construction or instruments for preventive of wastewater pollution because of high efficiency wastewater treatment system.

*** Costs for energy conservation projects in fiscal year 2010 decreased because related activities were implemented by focusing on energy management (the lowest additional investment needed).

Environmental Performance in 2009 – 2010

Referred to the 5 Year Environmental Action Plan

Global warming

Program	Activity/Target (April 2009 – March 2010)	Achievement (April 2009 – March 2010)	Goals (5-year plan)
1. Management of CO ₂ emission from TMT and subsidiaries to reduce CO ₂ emission by following the 3 concepts of TMC policy, namely production, logistics and after-sales service	Production TMT (Including TAW) CO ₂ = 0.296 tonnes/unit Samrong CO ₂ = 0.274 tonnes/unit Gateway CO ₂ = 0.345 tonnes/unit Ban Pho CO ₂ = 0.331 tonnes/unit TAW CO ₂ = 0.163 tonnes/unit	TMT (Including TAW) CO ₂ = 0.291 tonnes/unit Samrong CO ₂ = 0.244 tonnes/unit Gateway CO ₂ = 0.331 tonnes/unit Ban Pho CO ₂ = 0.422 tonnes/unit TAW CO ₂ = 0.191 tonnes/unit	TMT* CO ₂ = 0.284 tonnes/unit Samrong CO ₂ = 0.237 tonnes/unit Gateway CO ₂ = 0.306 tonnes/unit Ban Pho CO ₂ = 0.366 tonnes/unit
	Logistics Reduced CO ₂ = 2.5% of the estimated yearly emission	Reduced CO ₂ = 5% of the estimated yearly emission	Reduced CO ₂ = 10% of the estimation as compared to 2007 (2.5% from 2009)
	After-sales service Aim to achieve the goals by January 2010 and continuously promote the Energy Saving project to dealers by setting the training course for service center owners nationwide, entitled "Energy saving for cost reduction in the service center"	From the implemented activities, the model service centers had outcomes from the Energy Saving activity (Put non-emphasis on investment) as follows: - Toyota Ayutthaya could reduce cost by about 300,000 baht/year - Toyota Paragon could reduce costs by about 500,000 baht/year From all service centers participating in the project, the total cost reduced by 14 million baht; reduced CO ₂ was 381 tonnes.	Reduce 1,600 tonnes of energy consumption from all service centers by the year 2010 and 4,000 tonnes by the year 2016
2. Promote the development of alternative energies including environmentally-friendly products	1. Launch Camry Hybrid 2. Develop NGV car, Corolla Altis model 3. Research and develop bio-diesel from Jatropa 4. Received the Green Label Certificate	1. Achieved the target 2. Reduced CO ₂ from Jatropa = 1% of the estimated yearly emission 3. Every model of passenger cars received the Green Label.	Continuously study and develop environmentally-friendly technology
3. Promote the development of traffic condition by using diverse technological network	Support collaboration between the public and private sectors and continuously extend the results	1. Arranged meeting with the Government to follow up the progress 2. Organized the seminar on the Intelligent Traffic System at BITEC	Public relations and ITS network extension

* Due to the relocation of the production base from Thai Auto Works to Ban Pho

Recycle

Program	Activity/Target (April 2009 – March 2010)	Achievement (April 2009 – March 2010)	Goal (5-year plan)
Reduce wastes Promote effective use of resources to establish a recycling-based society	Production - Reduce wastes at sources - Increase recycling of used resources by returning them to producers or suppliers - Continuously develop and improve waste management systems such as separation of waste oil from used oil, separation and classification of contaminated wastes, production of biogas using food wastes from the cafeterias - Implement the beverage carton box recycling project Goal TMT (Including TAW): wastes = 5.33 kg/unit Samrong: wastes = 6.19 kg/unit Gateway: wastes = 7.59 kg/unit Ban Pho: wastes = 7.28 kg/unit TAW: wastes = 3.25 kg/unit	TMT (Including TAW) = 6.86 kg/unit Samrong = 6.03 kg/unit Gateway = 7.57 kg/unit Ban Pho = 10.23 kg/unit TAW = 3.50 kg/unit	TMT* = 6.62 kg/unit Samrong = 5.75 kg/unit Gateway = 7.19 kg/unit Ban Pho = 7.86 kg/unit
	Logistics - Reduced waste = 2% of the estimated yearly waste disposal	- Actual reduced waste = 4.3% of the estimated yearly waste disposal	- Can reduce use of packaging materials by 8% as compared to 2011 (or 2% from 2009)
	After-sale service Use all reusable materials for producing press releases	On process	2011: Use all reusable materials for producing dealers' press releases
Reduce use of water resources Control water usage in process by counting m ³ /unit	- Reuse water from treated water as much as possible - Recycle treated water for manufacturing process TMT (Including TAW) = 2.69 m ³ /unit Samrong = 2.16 m ³ /unit Gateway = 2.98 m ³ /unit Ban Pho = 3.73 m ³ /unit TAW (Average) = 1.38 m ³ /unit	TMT (Including TAW) = 1.94 m ³ /unit Samrong = 1.41 m ³ /unit Gateway = 2.73 m ³ /unit Ban Pho = 2.25 m ³ /unit TAW (Average) = 1.14 m ³ /unit	TMT* = 2.12 m ³ /unit Samrong = 1.349 m ³ /unit Gateway = 2.70 m ³ /unit Ban Pho = 3.09 m ³ /unit

* Due to the relocation of the production base from Thai Auto Works to Ban Pho

Eliminate use of 4 SoCs

1. Develop pre-assessment system and cancel the use of SoCs no use of Chemical in Banned list in production 2. Being the leader in production of environmental-friendly products	All Toyota products are hazard free.	Improve the Camry, Vigo, Altis, Yaris, and Vios cars to be free from SoCs materials (Achieved 5 years target)	All Toyota products willingly comply with the regulations on SoCs elimination in 2007
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Reduction of air pollutant emission to improve air

Collaborate with the marketing department for conducting marketing research to approach new product promotion	Ongoing (Currently, all car models are EURO 3 certified.)	The stage of data collection and analysis (Currently, all car models are EURO 3 certified.)	All Toyota car models are developed according to the EURO 4 standard.
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Air quality: Emission of volatile organic compounds (VOC)

Program	Activity/ Target (April 2009 – March 2010)	Achievement (April 2009 – March 2010)	Goal (5-year plan)
Reduce emission of air pollutants to surrounding environment in order to enrich air quality	Samrong = 50 g/m ² Gateway = 27 g/m ² Ban Pho = 27 g/m ² TAW = 44 g/m ²	TMT (including TAW) = 39.59 g/m ² Samrong = 52.88 g/m ² Gateway = 27.68 g/m ² Ban Pho = 25.58 g/m ² TAW = 42.59 g/m ²	TMT* = 33.83 g/m ² Samrong = 47.90 g/m ² Gateway = 24.90 g/m ² Ban Pho = 24.90 g/m ²

* Due to the relocation of production base from Thai Auto Works to Ban Pho

Strengthen the environmental management

Assessment of environmental management system according to the ISO 14001 standard - To strengthen the environmental management by complying with the Toyota Global EMS (Environment Management System)	1. Compliance and no complaint 2. Reduce environmental impact 3. Improve its efficiency to be number 1 in environmental performance	1. Compliance and no complaint 2. Conducted an assessment by environmental specialist 3. Being number 1 in reduction of energy and water consumption among Toyota groups in Asia Pacific	Renowned as number 1 in energy conservation of the Global Toyota
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Promotion of environmental contribution to business partners

1.Green Supply Chain: Request suppliers to follow regulations in the Green Purchasing Guidelines by 2011	All suppliers comply with the regulations in the Green Purchasing Guidelines 2007	All 251 suppliers were certified to ISO 14001 standard.	Promote the reduction of CO ₂ emission to all supplies
2.Reduce environmental impacts caused by sales and after-sale services by promoting ISO 14001 implementation to the dealers	93% of all dealers' service centers are certified to ISO 14001 (270 out of 307 centers)	95% of all dealers's service centers are certified to ISO 14001 (276 out of 307 centers)	All dealers are certified to ISO 14001.

Support of environmental education

To preserve and develop employee knowledge on environment, safety and occupational health	Conduct training programs to provide knowledge on environment, safety and occupational health as set in the training plan for individual employees	Conduct training programs to provide knowledge on environment, safety and occupational health to all employees; 90% of the plan was implemented.	To preserve and develop the training programs on environment, safety and occupational health to every employee
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Cooperation with society

1. Stop Global Warming Project Year 5	Promote and support social activities on environmental aspects at community and national levels	Extended the network of the Stop Global Warming Project to 152 municipalities, 123 schools in 76 Provinces nationwide	- Establish 2 environmental learning centers - Develop 20 model schools and 20 model communities
2. Natural and environmental learning center	Promote sustainability by implementing activities of Bangpu Nature Education Center (BNEC) and the sustainable development learning center, Phetchaburi Province	Established more environmental learning centers and planted 50,000 trees for mangrove reforestation project in 2009	- Develop sustainability to natural learning centers and be integrated in the curriculum of Ministry of Education - Set up Biotope learning center at the Ban Pho Plant
3. Eco Forest project	Enhance the collaboration among the communities, suppliers and dealers in Eco Forest project with the goal of planting 200,000 trees/year	All participants from communities, suppliers and dealers planted 530,411 trees in the Eco Forest (2008-2010)	1 million trees will have been planted by 2013.

Activities for the 5-Year Development Plan Achievement For Environmental Conservation



TGL-33-04

Green Label for Passenger Cars Project

Toyota Motor Thailand Co., Ltd. is committed to the development and production of environmentally-friendly vehicles. Production process from suppliers to factory through certified standard, developed Toyota vehicle to reduce pollutants emission as well as environmental care service centers and our continuous implementation of environmental activities. All Toyota passenger cars made in Thailand, namely Vios, Yaris, Corolla Altis, and Camry, is certified "Green Label" effective February 22nd, 2010. This certification represents that Toyota passenger cars are accepted as environmentally friendly.

"Green Label" or "ECO-label" is the label provided to products with a reduced environmental impact as compared to the products having the same function. In addition, the quality of the products should conform to the standard quality as defined by the Thai Industrial Standards Institute (TISI) and the Thailand Environment Institute (TEI). These institutes certify, assess and monitor based on

regulations such as a plant must be certified ISO9001: 2000 quality system; a plant must have waste disposal systems in a production process and dealers in compliance with the ISO14001, paints and chemicals used with products must have no heavy metals; noise pollution must not be over the specified level; the fuel consumption rate must follow the defined criterion; At least a Euro-3 exhaust emission standard must be achieved; the refrigerants used in the air conditioner system must have an Ozone Depleting Potential (ODP) value of zero; and plastic parts must be marked with the plastic identification code for recycling purposes, etc.

The "Green Label" is not only the pride of Toyota to be the company producing quality and environmentally-friendly vehicles, but also has become the pride of Toyota's customers, who have a chance to take part in environmental conservation.



Reduction of Carbon Dioxide Emission: The Toyota Ban Pho Plant

An activity for reducing carbon dioxide emissions was organized in the production process of the paint shop of the Ban Pho Plant. This activity is the recovery of waste heat in the form of hot water and then turning it into energy for producing chilled water by an absorption chiller. The hot water is normally generated by a steam boiler consuming natural gas.

Before starting the activity, the temperature of the waste heat exhausted from the regenerative thermal oxidizer (RTO) of the paint shop is 220 degree Celsius. This waste heat is captured by a heat exchanger, changed back to a 90-degree Celsius hot water, fed into an absorption chiller as energy for preparing chilled water, and then transferred to the painting process.

In addition, intelligent software is installed in the absorption chiller as a controller for turning the machine on and off and adjusting the temperature of the machine to the appropriate temperature for actual usage. This software helps the machine to maximize energy savings.

This activity results in the reduction of natural gas energy used for vapor generation by approximately 4 GJ/h, which is equal to the natural gas of 3.5 MMBTU/h. Moreover, carbon dioxide emission is reduced by 70 tonnes/year and costs are reduced by 600,000 baht/month.

The next activity: As the Ban Pho Plant employed a large amount of heat generated from natural gas, the plant hence decided to set up a heat pump technology for preheating water before feeding it into the boiler and at the same time producing chilled water for the paint shop. This activity is expected to be completed by November 2010.



RTO machine: Regenerative Thermal Oxidizer for VOC (Volatile Organic Compound) treatment

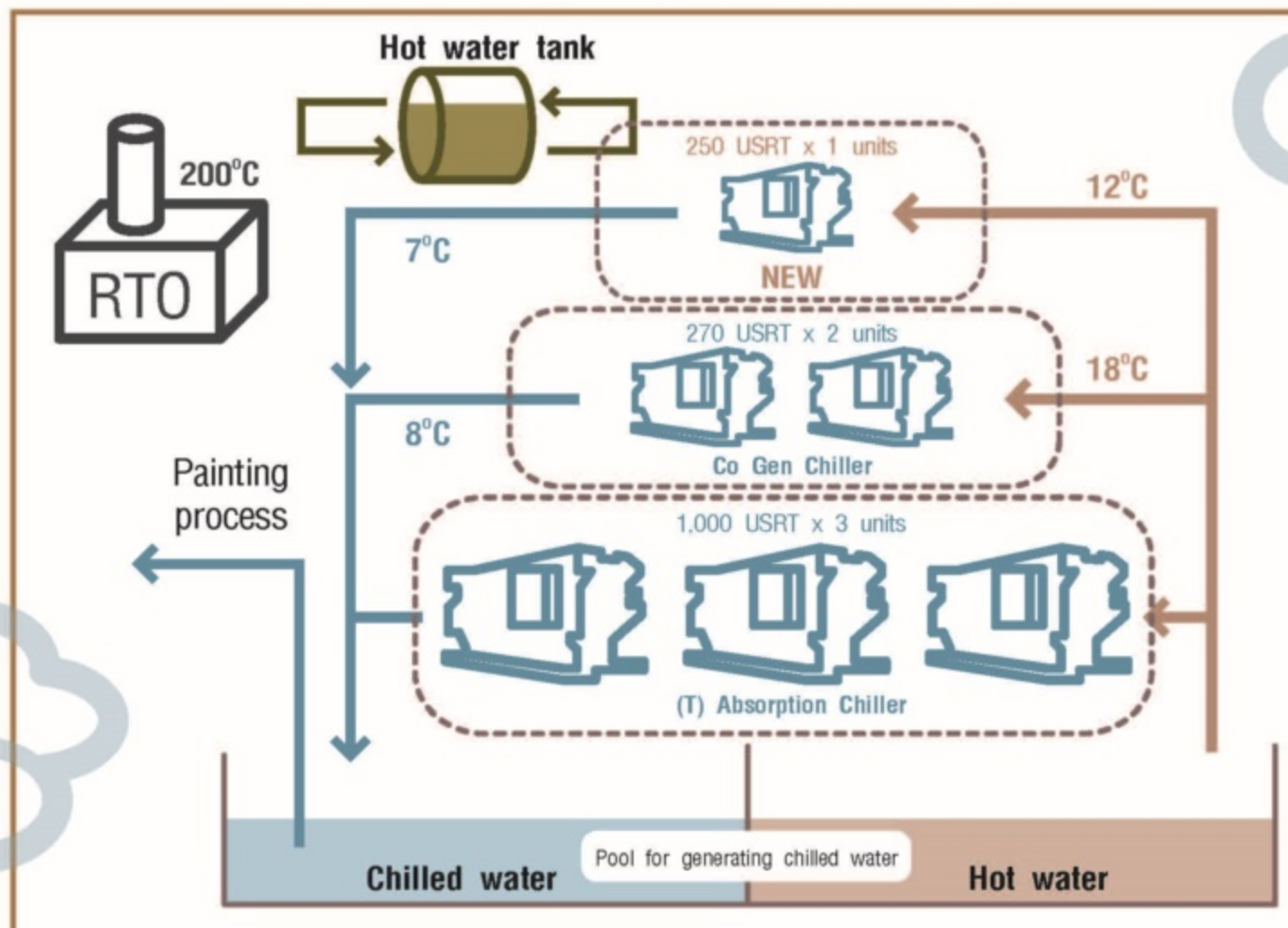
Can reduce carbon dioxide emissions by 840 tonnes/year

* In 1 hour, the use of natural gas is reduced by 3.5 MMBTU/h.

* In 1 day, RTO heat recovery is operated for 16 hours (In case of 2 shifts of production).

Title	Month	Year
Reduced CO ₂ generation (tonnes)	70	840
Reduced natural gas cost (Million baht)	0.6	7.2

Chilled water system at the Ban Pho Plant



Conservation of Water Resources: The Toyota Samrong Plant

Nowadays, the consumption of water resources for both utilization and consumption trends to continuously increase by industrial expansion and population increasing. It is obvious from these factors that a deficiency of water resources will tend to be a problem in the near future.

Toyota Samrong Plant realizes the importance of water resources and environment conservation. The plant appreciates the value of water resources earnestly by determining water resources conservation policy and also organized many activities to maximize the benefits and values from water usage. The activities include:

Utilized treated water in the paint precipitation process of the spray painting system for plastic bumpers (Paint sludge pool).

In the spray painting process for plastic bumpers, a water curtain system is used to trap paint residues spreading in the spray painting room. The water curtain is made from sludge pool water, which is normal tap water. When the paint residues are trapped by the tap water, they will precipitate. Tap water must be added to the system every day, throughout the day. Therefore, there was an idea to utilize treated water instead of tap water. An experiment to investigate the reaction between water and paint residues was conducted. It was obvious that the efficiency in trapping paint residues

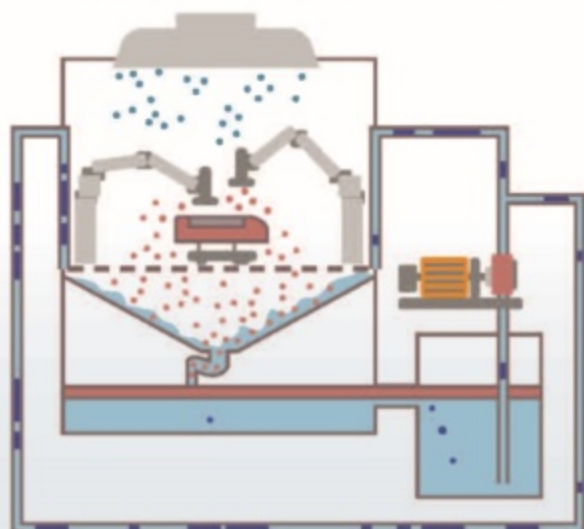
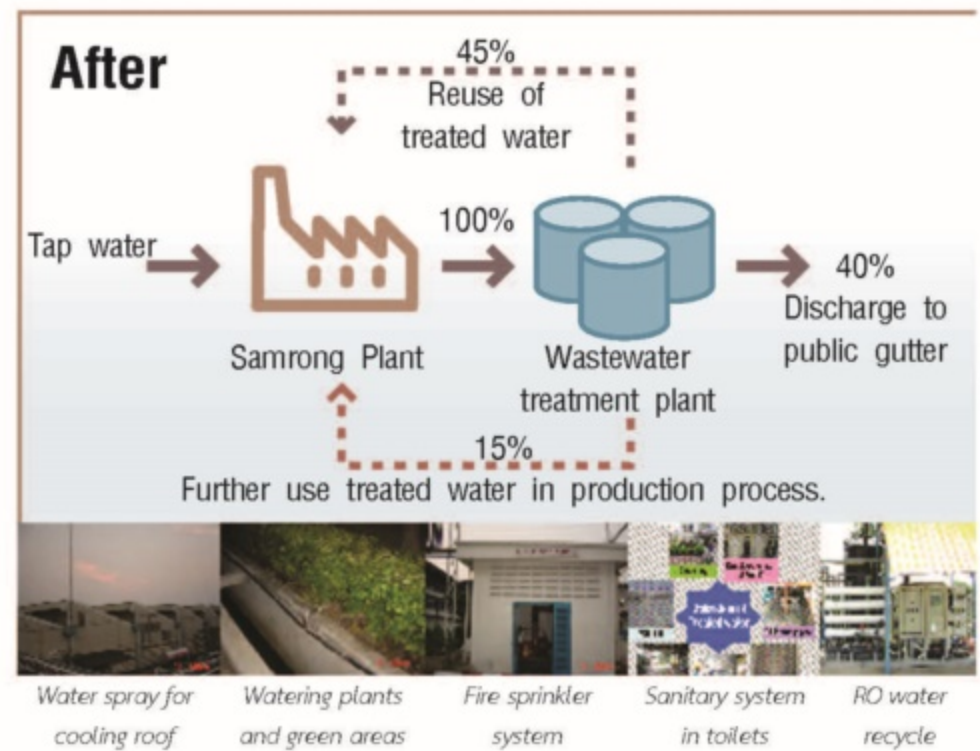
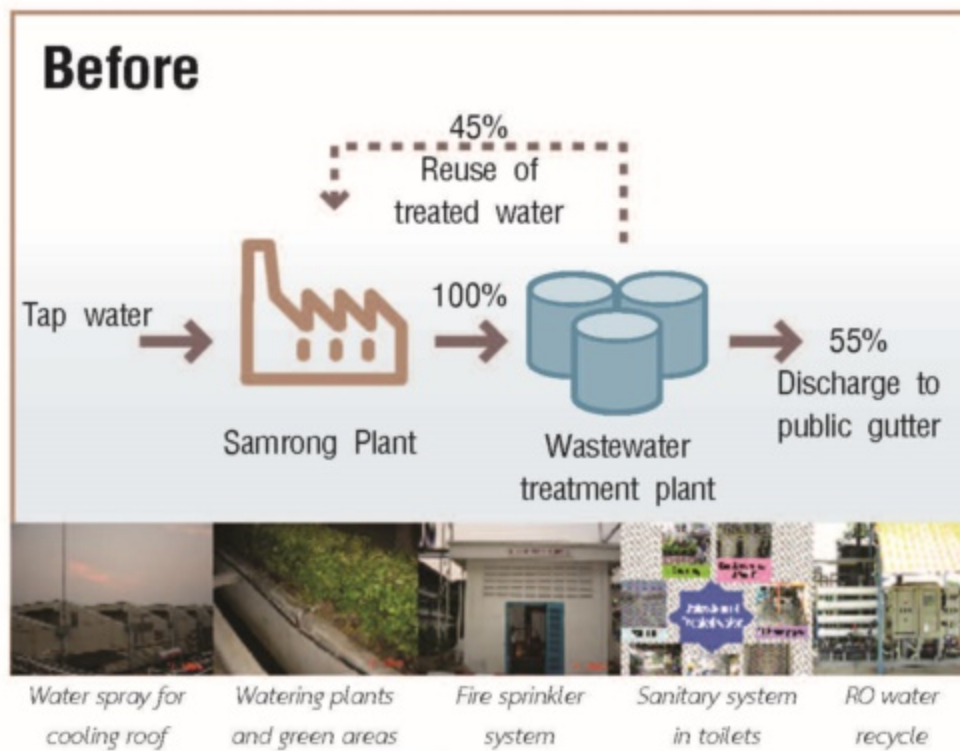
of treated water is the same with tap water. Hence, treated water is utilized in the paint sludge pool. This activity can reduce the amount of tap water by 1,920 m³/year.

Utilized treated water for the shower test

In general, a shower test is conducted using tap water to simulate the situation as it rains. The authorized units for both quality control and maintenance & utility cooperatively conducted the test on using treated water instead of tap water. It was observed that treated water had no effect on color quality and the car body. This activity can reduce the amount of tap water by 2,880 m³/year.

Increase in the usage of treated water in toilets

Nowadays, treated water is not used in toilets at its full capacity. It can be further applied in the remaining areas. Accordingly, the maintenance and utility unit, which is responsible for the wastewater treatment system, has improved the efficiency of treated water distribution system by increasing the area of treated water reservoir and increasing water pressure in the distribution system. By these improvements, the areas far from the reservoir site can fully utilize treated water. From this improvement, the amount of treated water utilized in the Plant increases to 19,500 m³/year. This activity can reduce the amount of tap water by 19,500 m³/year.



Paint precipitation chamber at the resin unit

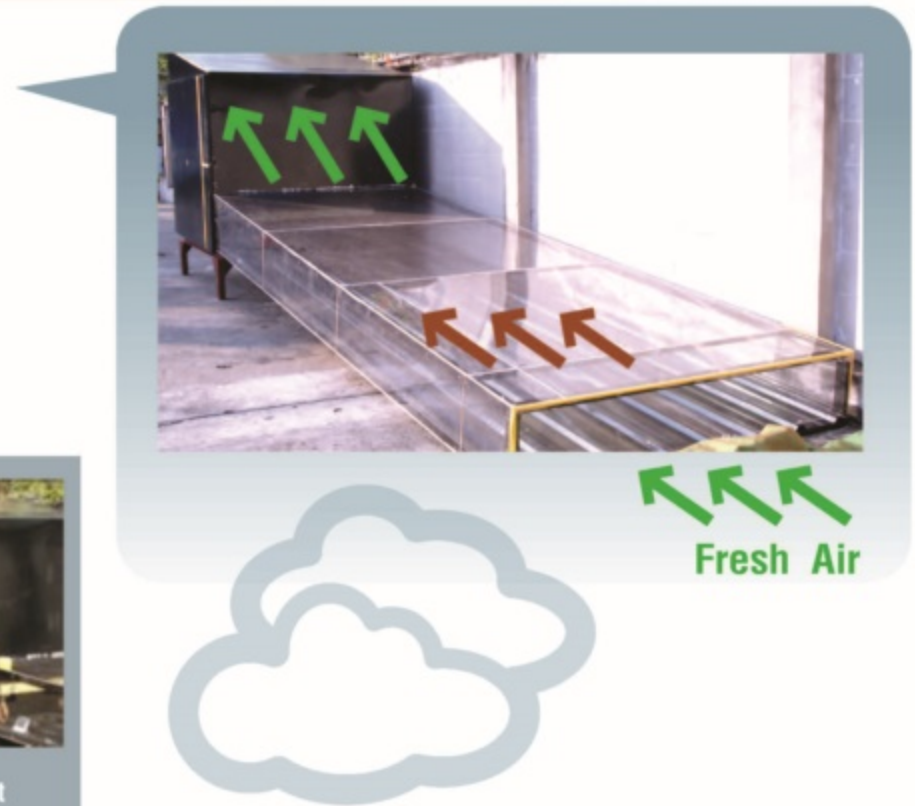


The shower test process at the quality control unit

Activities for reduction of waste released into the environment: Thai Auto Works Co., Ltd.

Activity: Solar Drying Cabinet

Thai Auto Works Co., Ltd. is aware of increasing quantities of waste. Therefore, the activity for reducing waste water sludge, the major waste occurring in the plant, was initiated. The solar drying cabinet was set up to reduce moisture in the waste water sludge.



Work principle

When sunlight transmits through the transparent acrylic cabinet to the black galvanized iron, the galvanized iron will absorb solar energy, which results in an increase in the air temperature inside the cabinet. Hot air will go up and pass through the tray containing waste water sludge and then remove the moisture of the sludge out at the upper cavity of the cabinet. The air temperature within the cabinet is 45-60 degree Celsius.

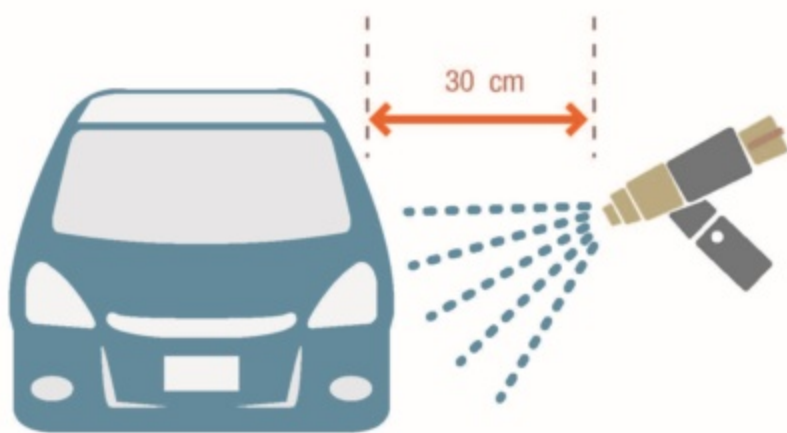
Operation

Drying time of sludge 5-7 days
 Reducing 15-20% of sludge, which is equal to 0.14 kg/unit
 Starting date : November 2009
 Reduced waste 0.14 kg/unit

Activities for reduction of volatile organic compounds (VOC) emitted into the environment: Toyota Gateway Plant

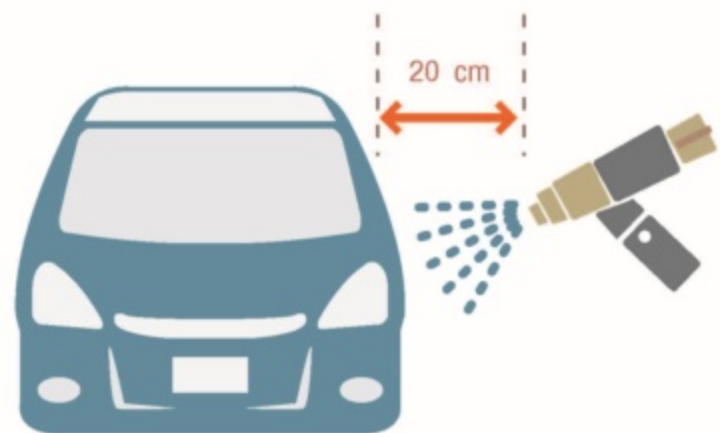
Toyota Gateway Plant realizes the importance of reducing environmental impacts. Therefore, activities for reducing volatile organic compounds (VOC) emitted into the environment are consistently being implemented. An important activity is the expansion of the activity for reducing volatile organic compounds (VOC) from the primer spraying process to the clear coating process. The distance between the paint gun and the surface coating of the car body was

reduced from 30 cm to 20 cm. The reduced distance causes the reduction of the clear coat quantity required by approximately 12%; from 2 kg/unit to 1.76 kg/unit of clear coat. The standard of the color quality of the car paint remains the same while the emission of volatile organic compounds (VOC) into the environment is reduced by 2.0 g/m².



Before improvement

The distance between the paint gun and the car surface is 30 cm.



After improvement

The efficiency of car coating is improved, and the required quantity of paint is reduced. The distance between the painting gun and the car surface is 20 cm.

Starting date: January 2010



Toyota Motor Thailand Co., Ltd. has organized the Global Environmental Award 2009 for the fourth consecutive year. The purpose of this activity is to motivate employees to have creative thinking on how to save energy in the Company. Those energy saving activities must be practically applied to the Company's improvement. The best practices should be able to be used as an example for all other Toyota plants in order to maximize the efficiency of carbon dioxide reduction, which is the main cause of global warming.

This year, the issue of waste reduction was included in the judging criteria. Every activities related to energy saving and waste reduction of every plants were collected and entered for the Award. The criterias used for award winner were the maximum overall amounts of carbon dioxide reduction generated in the plant and disposal waste reduction from production processes. The winner for this year is Thai Auto Works Co., Ltd.

From every activities in 4 Toyota plants entering for the Award this year, the amounts of carbon dioxide generated in the plants and waste discarded from the production processes were reduced by 8,200 and 200 tonnes respectively. Accordingly, Toyota received many international honor awards related to energy saving in year 2009 at both national and regional levels. For examples, the Gateway Plant won the Thailand Energy Award in 2009 and Thailand ESCO Project Award; Samrong Plant received the Thailand ESCO Project Award; and Ban Pho Plant received the Thailand ESCO Project Award.



Environmental Data



Energy Consumption

		Fiscal year 2009 (Apr 08 – Mar 09)	Fiscal year 2010 (Apr 09 – Mar 10)	Difference between the fiscal years (2010 – 2009)
Electricity Consumption (kWh)		181,695,313.00	190,973,813.00	9,278,500.00
Energy usage	Benzene (kl)	-	-	0.00
	Diesel (kl)	-	-	0.00
	Fuel oil (kl)	569.99	63.73	-506.26
	Kerosene (kl)	-	-	0.00
	Natural gas (MMBTU)	521083	273867.32	-247,215.68
	Liquefied petroleum gas – LPG (M ³)	11,848.05	12,413.51	565.47
Total energy Consumption (GJ/Unit)		0.330	0.302	-0.028



Water Consumption

		Fiscal year 2009 (Apr 08 – Mar 09)	Fiscal year 2010 (Apr 09 – Mar 10)	Difference between the fiscal years (2010 – 2009)
Water Consumption (m ³)		1,222,073.80	934,554.00	-287,519.80
Water use per unit production (m ³ /Unit)		2.69	2.02	-0.67



Waste

		Fiscal year 2009* (Apr 08 – Mar 09)	Fiscal year 2010 (Apr 09 – Mar 10)	Difference between the fiscal years (2010 – 2009)
Waste	A. Incinerated waste (Tonnes)	3,112.99	3483.52	370.531
	B. Landfill waste (Tonnes)	-	-	0.00
	B. Recycling waste	73,968.56	73,436.84	0.00
	Total waste (Tonnes) (D = A+B+C)	77,081.55	76,920.36	-531.719
	Percent of landfill waste (%) <B/D>	-	-	-161.188
	Total landfill & incinerate waste (Kg/Unit)	6.12	6.81	0.686

* Data of waste disposed by burning in the fiscal year 2009 is different from that present in the sustainability report 2009 because the data collection method was modified.



Paper Consumption

		Fiscal year 2009** (Apr 08 – Mar 09)	Fiscal year 2010 (Apr 09 – Mar 10)	Difference between the fiscal years (2010 – 2009)
Paper consumption (Baht)		4,201,197.00	3,497,416.00	-703,781.00

** Data of paper use was collected from the Samrong, Gateway and Ban Pho Plants (excluding Thai Auto Works Co., Ltd.)



Water Quality

		Fiscal year 2009* (Apr 08 – Mar 09)				Fiscal year 2010 (Apr 09 – Mar 10)				Difference between the fiscal years (2010 – 2009)			
		Samrong Plant	Gateway Plant	Ban Pho Plant	Thai Auto Works	Samrong Plant	Gateway Plant	Ban Pho Plant	Thai Auto Works	Samrong Plant	Gateway Plant	Ban Pho Plant	Thai Auto Works
Treated water quality (Average)	pH value	6.80	8.00	7.00	6.70	7.18	8.200	7.20	6.66	0.38	0.14	0.20	-0.04
	Total dissolved solid, mg/l	999.96	837.60	1011.53	1476.50	1118.938	1032.275	1236.29	1180.08	118.98	194.68	224.76	-296.42
	Suspension solid, mg/l	2.69	34.60	2.95	8.70	4.6	40.780	3.40	20.25	1.91	6.18	0.45	11.55
	COD, mg/l	28.29	567.88	31.24	86.40	52.29	543.870	31.72	92.00	24.00	-24.01	0.48	5.60
	BOD, mg/l	4.43	252.09	2.39	5.30	2.416	214.960	2.26	4.00	-2.01	-37.13	-0.13	-1.30
	Oil and grease, mg/l	1	6	0.5	2	1	5	0.30	1.00	0.04	-0.60	-0.20	-1.02
Wastewater Discharge Quality (Average)	Zinc, mg/l	0.23	0.176	0.41	0.5	0.54	0.148	0.51	0.431	0.307	-0.03	0.10	-0.07
	Lead, mg/l	0	0	-	N.D.	0.01	0	-	0.12	0.01	0	0.00	-
	Nickel, mg/l	0.3	0.370	0.14	0.6	0.16	0.347	0.22	0.56	-0.147	-0.02	0.08	-0.04
	Mercury, mg/l	0	0	-	<0.005	0	0	-	<0.005	0.0009	0.00	0.00	0
	Copper, mg/l	0.01	0	0.04	-	-	0	0.0570	-	-0.014	0.00	0.02	-
	Cyanide, mg/l	0	0	-	<0.005	-	0	-	<0.005	-0.001	0.00	0.00	-
	Chromium (III), mg/l	0	0	< 0.02	<0.005	-	0	<0.02	0.01	-0.001	0.00	0.00	-
	Chromium (VI), mg/l	0.001	0	< 0.02	<0.005	0.010	0	<0.02	<0.005	0.009	0.00	0.00	-
Air pollutants (Average)	VOCs, g/m ²	40.86			50.05	39.73			42.31	-1.13			-7.74
	Total dust: % of standard value	11.60	13.15	17.28	3.09	9.72	7.67	10.06	3.95	-1.88	-5.48	-7.22	0.86
	Lead: % of standard value	0.09	0.02	1.75	0.15	0.05	<0.02	0.16	0.20	-0.04	-0.02	-1.59	0.05
	CO: % of standard value	34.84	12.09	139.30	140.56	57.92	16.85	101.29	111.80	23.08	4.77	-38.01	-28.76
	No ₂ : % of standard value	23.62	16.30	35.47	3.62	22.34	11.49	19.65	3.01	-1.28	-4.81	-15.82	-0.62
	SO ₂ : % of standard value	2.43	3.92	4.72	-	3.69	1.42	2.46	0.3	1.27	-2.50	-2.26	-
	Xylene: % of standard value	3.42	0.55	0.0001	20.18	3.20	0.70	0.0002	37.92	-0.22	0.15	0.00	17.74

* Data of waste disposal by burning in the fiscal year 2009 is different from that present in the sustainability report 2009 due to complexity of data collection in some areas.



Social Performance





Toyota Motor Thailand Co., Ltd. is consistently committed to implemented social and environmental activities through various projects in order to cultivate and motivate a good conscience for society and communities with a view to living in harmony with the nature and Thai society in a sustainable manner. For instance, the Stop Global Warming Project Year 5, the Mangrove Reforestation Project Year 6, “Global Warming Learning Center”, Tung Song, Nakhon Si Thammarat Province as a learning center and cultivate conscience in environmental preservation amongst the youth and people in the communities as well as a creation of “The 3rd White Road Theme Park” Nakhon Ratchasima Province, which is part of the White Roads Project which aims to educate youth on safe driving for over the past 20 years and to accordance importance to knowledge-building on environment, occupational health and safety for the sustainable development of communities around the factory.

We believe that to drive sustainable growth in society we should start from our organization. Therefore, Toyota pay importance to the development of personnel’s potential and cultivate a good conscience on environmental preservation and social contribution through various activities and various training programs for instant give the first priority to the occupational health and safety, concern the well being of employee, two-way communication activity, ethics promotion activity, core competency development for staff and executive, as well as efficiency improvement of sale personnel through “Sales Licence” in order to respond to the increasingly complex and diverse needs of customers.

These activities are only part of the 50th year anniversary of Toyota pathway which will happen in 2012 by emphasizing the integration of corporate social responsibility in every step of operating procedure and simultaneously carrying out CSR (Corporate Social Responsibility) activities. This is due to the determination of the Company to prosper with Thai society in a stable and sustainable manner pursuant to our slogan “Thai Better Future, Our Pride”

This year, Toyota also promotes customer after-sale services to meet the needs and ensure long-standing customer satisfaction to commemorate the 50th anniversary of Toyota Motor Thailand in 2012 and emphasizes on a happy teamwork pursuant to the policy “Sawasdee Sabaidee Sanookdee” (Hello, fine, fun) in order to create happiness at work place for employee.

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 effort to create and maintain good relationship with 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 ’s 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 cooperate level and expand it to others.

6. Society

We implement respect others principle by paying a respect to traditions and culture 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 business partners whether they are governmental or private or charity organizations.

7. Philanthropy

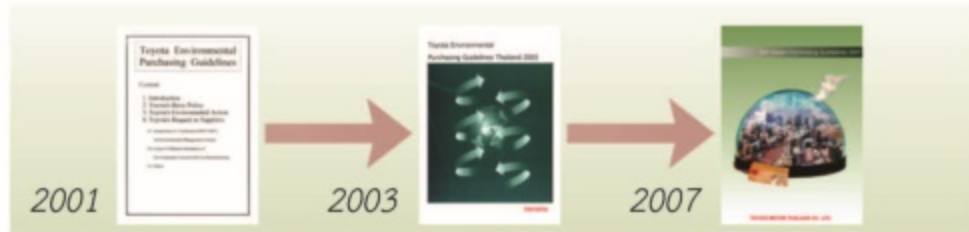
We are eager to promote and get involved in philanthropic activities that strengthen and enhance society.

Toyota Motor Thailand Co., Ltd. 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.

Purchasing Activity

Toyota Guiding Principle issued in 1992 and revised in 1997. Intern of relation with business partner, Toyota take 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 cooperation with business partners 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 Principle in every aspect with expectation of its business partner, TMAP-EM Purchasing develop Toyota Green Purchasing Guide line since 2001



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

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

2009 Result of Activity

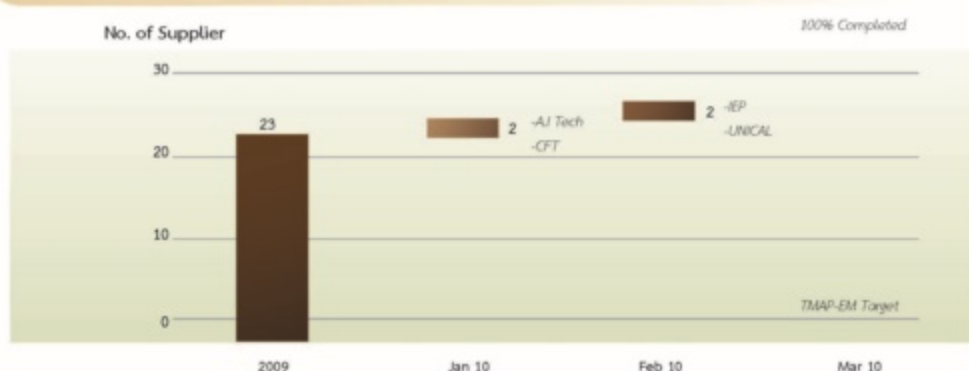
1. Acquisition of ISO14001 Certification

Toyota undertakes systematic management of environmental preservation activities and works to continuously improve these activities. TMAP-EM requests that all suppliers also create the systems necessary to carry out and continually improve environmental preservation activities. To do this, suppliers are requested to acquire ISO14001 certification as describe below (If you have already obtained certification, then you are requested to maintain that 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.

Local Part & Material Supplier



Subcontractor & Logistic Supplier



2. Management of Products and Materials Delivered to Toyota

In line with EU regulation, Toyota has promoted the elimination of using the four substances of concern since middle of 2005. The implementation has covered to both CBU domestic and export models which including suppliers' parts, direct and indirect material. Main 4 substances have already completed but remaining in Pb+ in soldering process.

Regarding to EU revise and update the regulation to switch over SoC " Pb(lead) in electronic & application" in vehicle type approve after 2011.

Toyota decided to switch over Pb to Pb Free solder at timing of "New Model Change after 2011" (TMAP-EM : Since IMV FMC).

3. CO₂ Reduction Activity

For further enhancement of environmental activities TMAP-EM focus on CO₂ reduction to prevent Global warming.

Work Plan



Progress of activities

1. Kick off meeting with Top Management	2. Meeting with Middle Management	3. Re-training "Basic Idea of CO ₂ Reduction" to suppliers	4. CO ₂ Reduction /Energy saving Advanced Training
Purpose : Deploy TMAP-EM 2009 Environment Policy and target	Purpose : Explain how to conduct CO ₂ reduction / Energy Saving	Purpose : To clarify the basic idea of CO ₂ Reduction for supplier	Purpose : To yokoten best practice from TMT plant to suppliers
Date: 22 January 2009 Place : Gateway Plant	Date: 10 March 2009 Place : TMAP-EM	Date: 1 May 2009 Place : TMAP-EM	Date: 14 January 2009 Place : TMAP-EM

Result of Activity



After Sales Marketing

Regarding Toyota Policy for the concept of “Toyota Global Vision 2020” which synchronized between “Cycle of nature” and “Cycle of industry” including to prioritize to social as CSR concept (Corporate Social Responsibility). After Sales Marketing Department recognize to concerned policy and conduct activity implementation to Toyota’s dealer to show sustainable development. In 2009 activity was comprised.

Genius Operation System For TOYOTA Service Business

Creating the most satisfaction to customers is the core competency of our TOYOTA business. Consequently, to develop and improve service operation to reach the efficiency while overcoming customer satisfactory, here is our intelligent service system SMB (Service Management Board).

What is SMB?

SMB System :Service Management Board has been developed by TMC and is globally operated in many countries. It was designed to manage daily operation to enhance service operation efficiency, such as job dispatching and job progress controlling.

Service Management Board : SMB. SMB is electronic board. That replace traditional manual board. JPB: Job Planning Board. While SMB data have synced to Call center and every areas used SMB System. You can see job progress at all service areas on LCD.



Before JBP



Present SMB



CS Board

Why is SMB?

By reduce manual process for updating data that eliminate complicated operation about 100 Hours/Month. Staff can focus with works planning and control more efficient. Which improve directly to technicians performance evaluation and stalls (KPI). In addition SMB data also able link with Customer Service Board :CS Board at customer lounge. Customers can enjoy seeing their car status at any time.

After Sales Marketing Department’s Customer Retention Activity

Last year, After Sales Marketing Department conducted Car Care Clinic Activity for one month or 1,000 KM. car user and other customers by the objectives as follow.

1. To give new car users about Basic knowledge of car maintenance, how to drive safety and how to save petrol consumption.
2. To build up customer confident and satisfaction especially Hi-technology mobile such as Toyota Camry Hybrid which is the newest innovation from the fuse petrol energy between the engine and electricity for optimum driving performance.
3. To support dealers to maintain a customer retention (CR) and also improve service center image by considering the concern and care for the customers.

With this activity, we have received a very good support from dealers (all together 80 dealers nation wide) and customers (31,526 new car users). It also helped to contributed booking order of 1,125 units ; 603 units for Passenger car and 522 units for Commercial car.



Registration and Souvenir hand out



Relaxing Corner



Activity Atmosphere



Enjoy lunch together



Explaining the product information to customers



Take a picture together

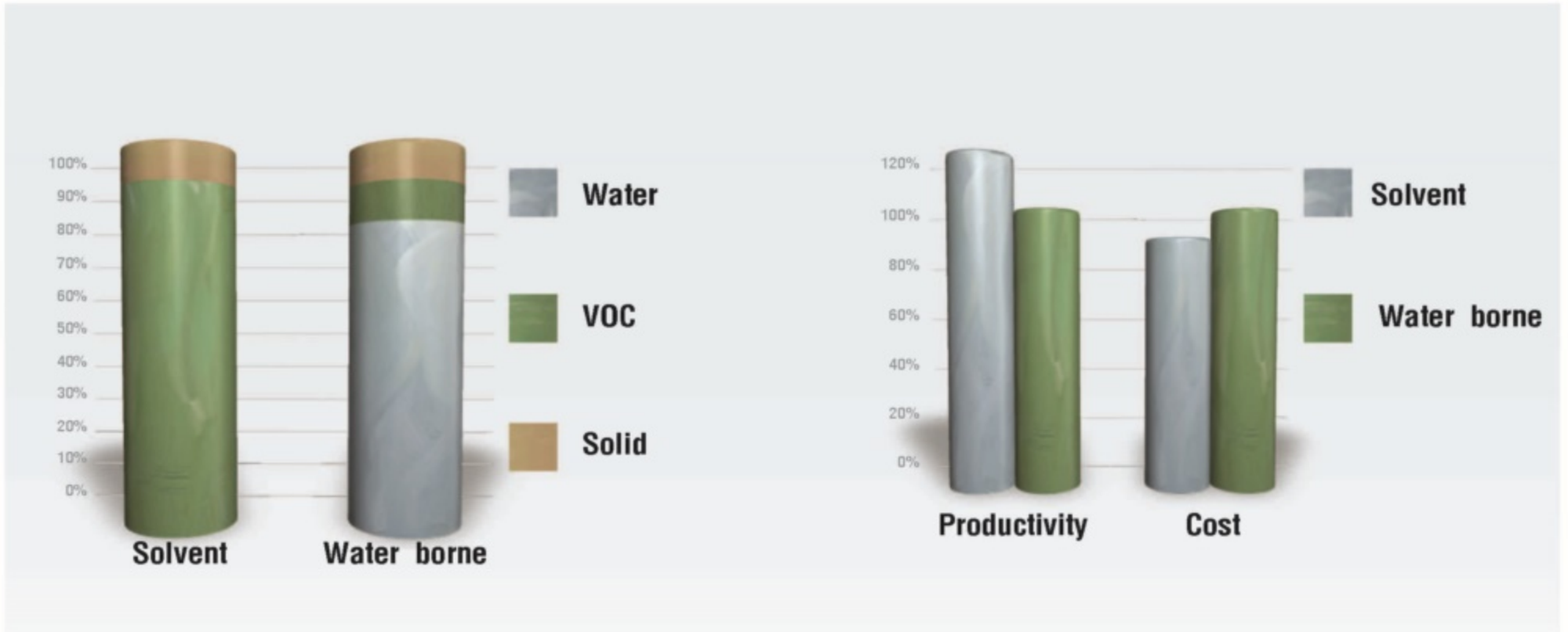


Water borne paint refinished

Nowadays, Climate change had more effect on quality of living of people. Therefore, people have to realize or thinking to protect our environment.

To protect the environment, after-sales marketing department also has the policy to our B&P workshop to use water borne based paint that release much lower pollution instead of using solvent based paint, which are contain high volatile organic compound (VOC) 90%.

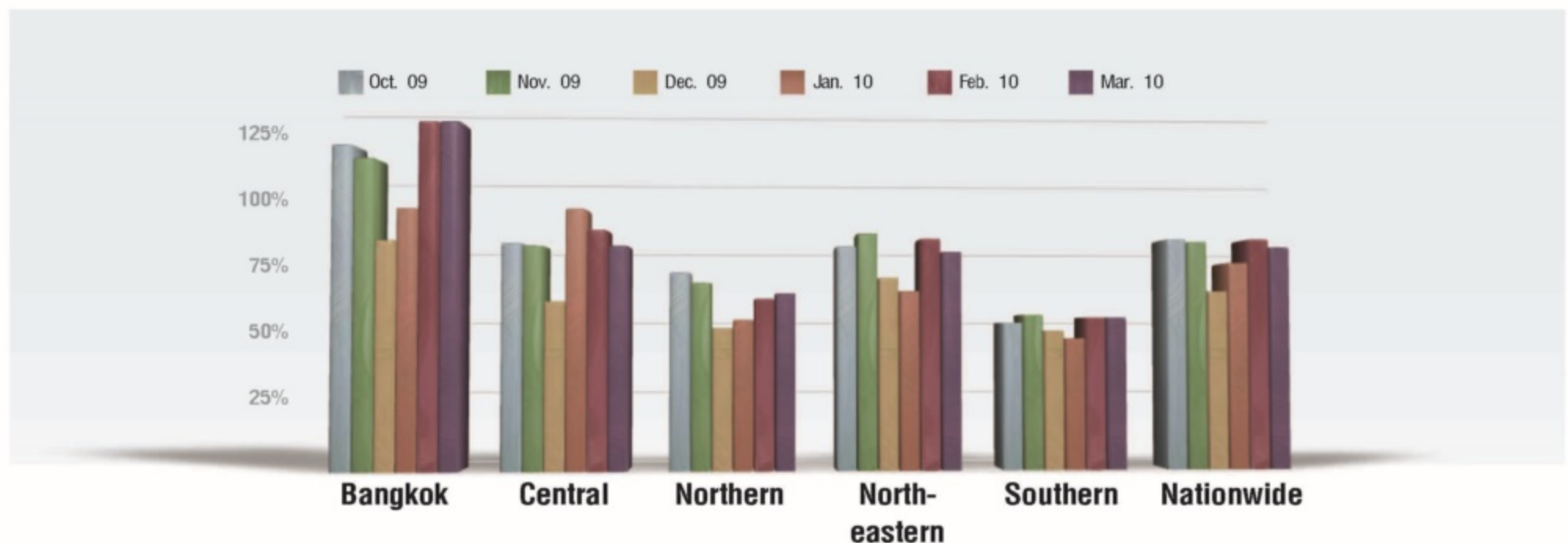
Toyota Motor Thailand have trialed water borne product for 6 months. The result are shown below. From the result TMT has plan to implement water borne to nation-wide dealer. Implementation plan will start from Jul'10 to Dec'11



Cost Saving Activity in service shop

In order to support CSR Policy (Corporate Social Responsibility) and concerned to economic crisis in 2009 which affected to purchase and service order decline also income reduction. While cost and resource usage increased. In this sense, After sales Marketing would like to relief this problem by initiation program "Cost saving Awareness for Toyota dealership" for aiming CO₂ Reduce emission from wasteful resource using by starting electrical cost saving (major cost in dealership)

We have started to trial for 1 model dealer and expanded to 74 voluntary dealer. The 2009 result , Dealer could save cost 15% from target 20% saving. The project will be continued in 2010 to achieve 20% target reduction.

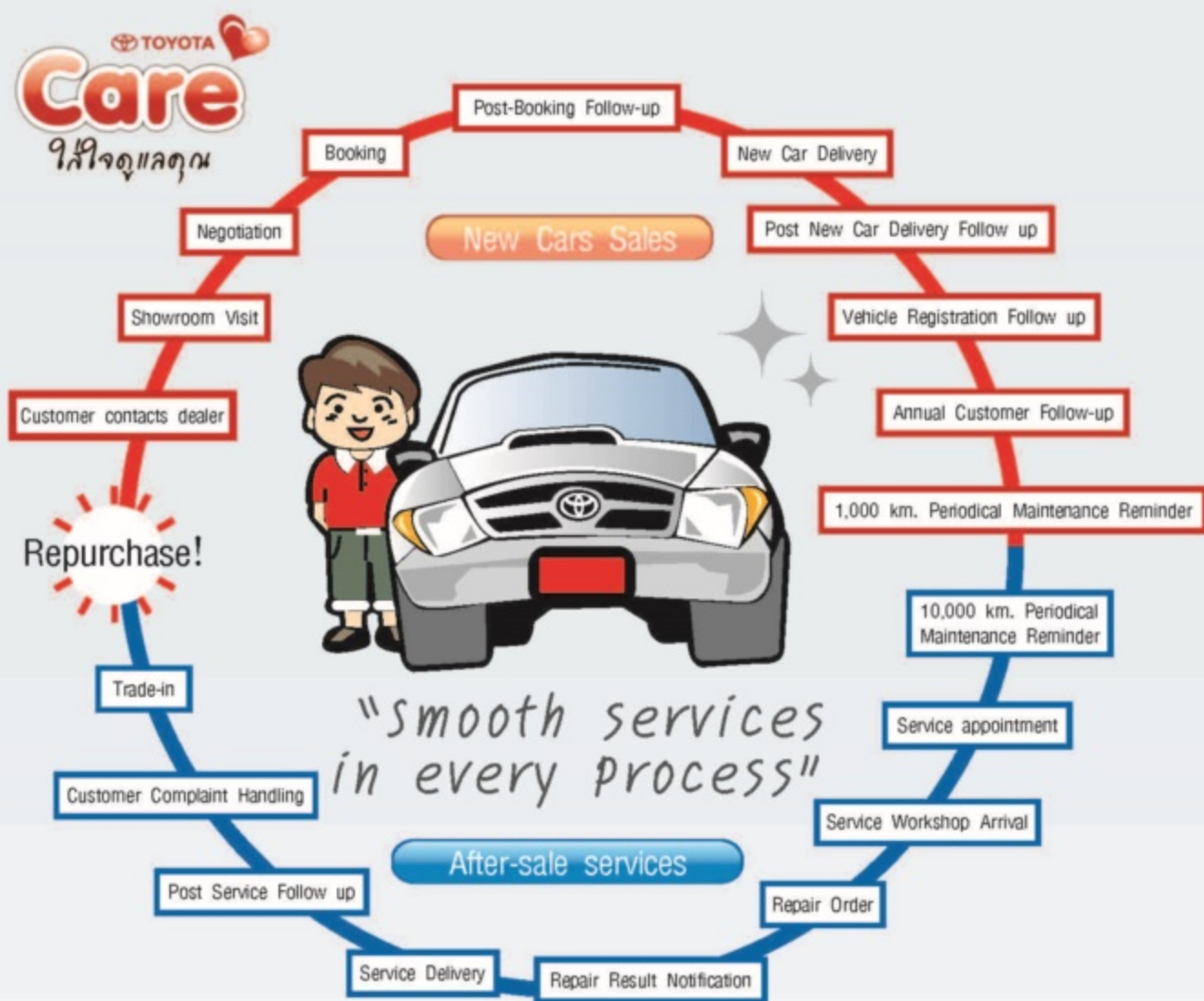


What is TOYOTA CARE Project?

TOYOTA CARE or “TOYOTA Customer Appreciation Response Effort” is our most important project to put our great effort and hard work in order to achieve “Customer Appreciation” in the response of our great effort. Our strategy is to provide “Seamless Customer Service” from the first time that customers visit our showroom, buy new vehicles, and come back for after-sales services, until finally repeat purchase, by enhancing all customer contact points.

TOYOTA CARE Project has key success factors as follows:

1. Set up clear Standard Operating Procedure (SOP) : determine the Standard Operation Guidelines, setting clear target KPIs and Person-in-charge in each process.
2. Visualization Tools : Managers and staffs can use Visualization Tools to see current work plan and monitor problems to take actions immediately.
3. Daily Management : Managers and supervisors, together monitor daily operation of their staffs, analyze and solve problems for Continuously Improvement



Toyota Motor Thailand Co., Ltd. initiated TOYOTA CARE Project in the year 2008 by the joint collaboration of e-CRB and Kaizen Promotion Department, Retail Development Department, After-Sales Marketing Department, Customer Satisfaction Promotion Department, Regional Office Department and Regional After-Sales Department

Toyota Petchburi is the First Pilot dealer to implement TOYOTA CARE project in January 2008

Followed by Toyota Chachoengsao in the mid-year of 2008 and the last Pilot Dealer, Toyota Suvarnabhumi from the beginning of 2009, before expanding TOYOTA CARE project to all Nationwide Dealers from mid-year 2009 and expected to be completed in year 2011.

Entitled benefits

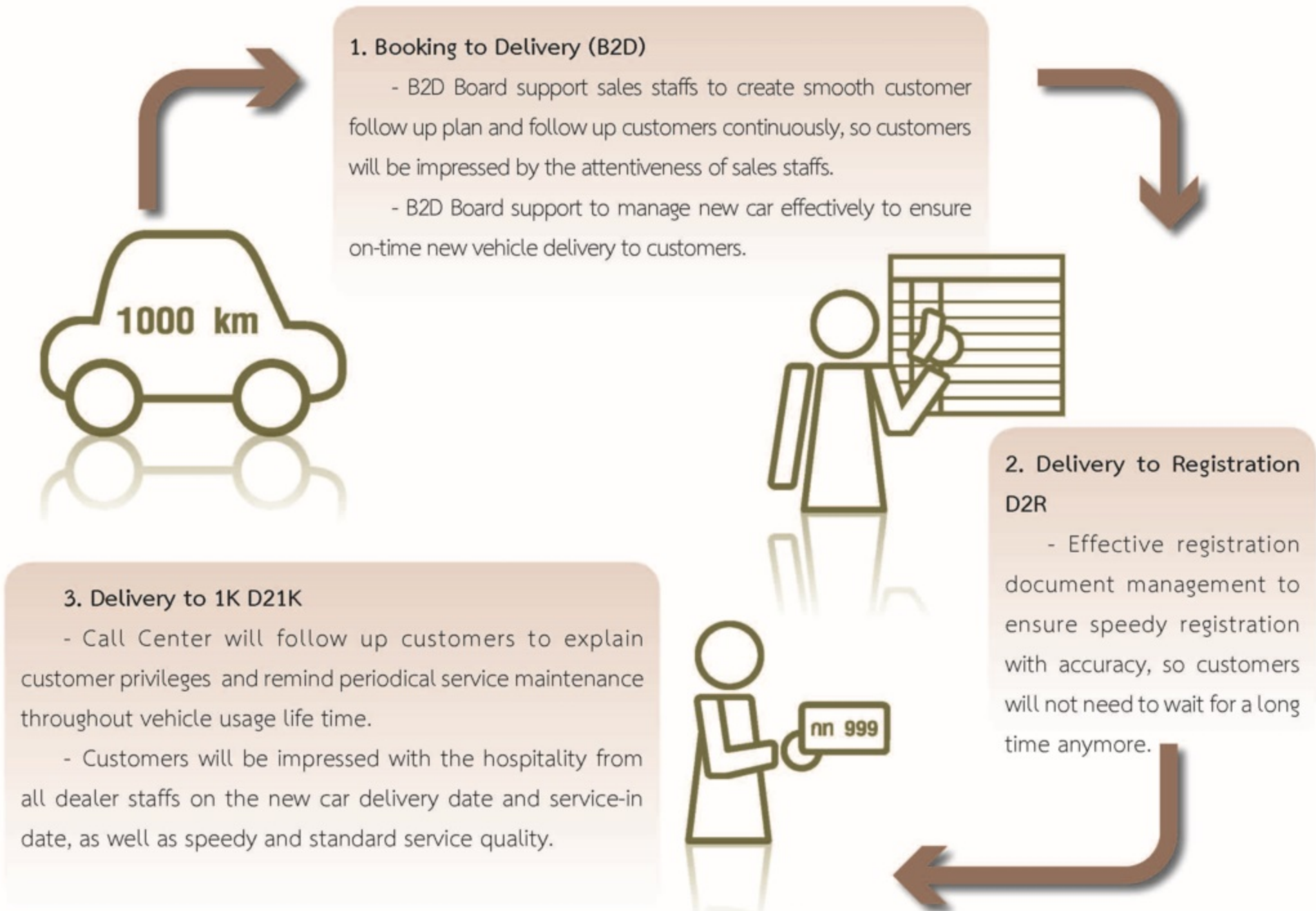
Customers will be impressed by the remarkable experiences from professional, friendly, warm, and well-attended services of our dealers since the first step into the showroom, This excellent service comes from good collaboration between New Car Sales Department, After-Sales Department, and Customer Relation Department, ensuring smooth, standardized and swift services for maximum customer satisfaction.

E-toyotaclub “Toyota Community Network”

The biggest Thailand online community center of Toyota car-lovers that link articles, knowledge, techniques from various Toyota-car clubs, as well as providing all update information of Toyota car users websites. Join us as a member today for many interesting activities and benefits at

<http://www.e-toyotaclub.com>

All service processes will follow standard of TOYOTA CARE Project, and customers can be assured to be satisfied from same standard services at any dealers. The standards of TOYOTA CARE Project are as followed :



TOYOTA CARE Project and Continuous Improvement

“Toyota Way” is the most important and indispensable philosophy to all staffs of Toyota Motor Thailand Co., Ltd. “Toyota Way” consists of two main pillars, “Continuous Improvement” and “Respect for People”. These principles can be applied in the daily works, such as continuous improvement in marketing by improving new car sales and after-sales service continuously, not only human resource development, but also all operating processes of Toyota dealers.

TOYOTA CARE Project also follows “TOYOTA Way” philosophy and focuses on improving customer service continuously in both new car sales and after-sales service, to create good relationship with customers. When customers have good experiences and impressed with the services of Toyota dealers, they will be confident and bonded with our products and services, and result in repeat service-in and repeat purchase at the dealers in the future, as well as sharing with others how much they are impressed with Toyota, which will bring

long-term benefits to the company. In another word, “TOYOTA CARE Project operates under Toyota Way philosophy, in order to improve customer service at dealership continuously for company sustainability”

TOYOTA CARE Project focuses on development on customer service at dealers in relation to sales, customer relation and after-sale services in accordance with the principle of good customer relation. When customers have good experiences and are impressed with the service by dealers, this will create confidence and attachment to our products and services. This in turn will encourage customers to buy the product and use the service again in the future, as well as sharing with others how impressed they are with other person, which brings a long-term benefit to the company. In another word, “the TOYOTA CARE Project operates under Toyota Way in order to develop the dealer service to sustainability of the company”.

Sales License and Toyota Sales Management Development Center

Toyota Motor Thailand Co., Ltd. realizes that our excellent performance in sales has been delivered from our dealers' devotion for years. However, achieving a higher level of success requires much more dedication, not only working harder but also professionalism human resources. Therefore, the company has developed the new scheme and training system for dealers' sales staff called "Sales License" to manage capability and ethics of sales person in order to fit customer usage that leads to customer satisfaction, loyalty and customer retention as the end result.



Sales License consists 2 levels as follows:

1. Toyota Exclusive Sales Trainer (TEST) is a license for certified trainer who has good communication skill and has potential to apply coaching strategy to conduct in-house training for sales persons.
2. Toyota Sales License is divided to 4 classes as follows:
 - 2.1 Toyota Sales Certified (TSC) is a license for preliminary sales person who has the competence in sales process as company's standard operation procedures.
 - 2.2 Toyota Sales Executive (TSE) is a license for professional sales person who has the good sales skills such as customer analysis, negotiation and product presentation skill etc.
 - 2.3 Toyota Sales Executive Gold (TSE Gold) is a license for sales supervisor or sales team leader who has the potential in coaching for sales team members, marketing situation analysis and sales planning.
 - 2.4 Toyota Sales Executive Diamond (TSE Diamond) is a license for sales executive who has role and responsibility in managerial level of sales department. The competence in marketing and sales planning to set sales policy in order to enhance sales performance and showroom management.

In enhancing company's policies of being superior in term of both product and customer satisfaction value, Toyota Motor Thailand Co., Ltd. has dedicated a vast amount of time and effort in human resource development to fully maximize dealer's capability of both sales and after sales service. Moreover, pursuing Genchi Genbutsu principle which bases on practical side therefore there is a necessity in a demand for appropriate space for learning and training including real situation demonstration. Inspired from ideas above, "Toyota Sales management Center" has been created. This is the first time in Thailand automobile industry which there is the center for sales management training that implement teaching technique of experience sharing and skill development from real location and situation in the particular area of "Daily Management" under the principle of Toyota Way. This new training strategy will be a key of success for sustainable growth.



Employee Satisfaction Index



Toyota Motor Thailand Co., Ltd strongly focuses on importance of employee's happy working life because employees are one of very valuable resources of the company and are driving force for the company's prosperity and success in being the number one car company in Thailand.

Since employees spend at least 1 in 3 of each day at work, the company organizes several activities which enable employees to work happily. The sampled activities organized for employees include the **Toyota Family Day** which allows employees to take a break and spend time with their family, organize the **Happy Birthday Party** for employees in order to enhance the relationship within the unit, the **Sawasdee from Top** activity that promotes communication and relation between Vice President and unit management, and the **Sawasdee My Team** which promotes communication and relation between department head and their employees. In addition to the activities organized by the company, the company also encourages employees who share the same interests to get together across the units. Consequently, the company has 21 clubs such as photography club, amateur radio club, Buddhism club and various sport clubs, etc.

Besides various activities, the company also improves the working environment or facilities for employees such as **sport stadium and fitness** for exercise, improvement and **inspection of quality of food** of employees, **additional construction of fences and roof along the corridor** for the safety of employees. Moreover, there is also the **Workplace Visit activity** which allows employees to share their problems so that the company may act on the suggestions.

From various activities organized for the employees, the company conducted Employee Engagement Survey to measure the level of employees' sentiment to the organization. The company believed that the employees feeling attached to the company will stay with the company and dedicate both physical strength and willingness to the company. In the past year (2009), the company conducted a separate survey called "Pulse Check Survey" with all employee, both permanent employees and sub-contracted employees. The result shows the overall score of 66%, being recognized as in Best Employer Zone. This year, the company will carry out the comprehensive survey whereby the consultant firm is employed to carry out the survey and engage in Toyota Global Morale Survey, in which the Toyota companies all over the world will take part in order to assess the application of the Toyota Way to the Human Resource Management. Once the finding of the survey is concluded, the company will use the analysis to improve the working environment in various aspects in order to ensure the happy working life of employees.

Past various activities



Club's activities



Happy Birthday Party

Sabuy Dee : Health Promotion



Health promotion activity

Sawasdee



Sawasdee From Top activity



Sawasdee My Team activity



Ethics Promotion Activity

Ethics promotion policy of the company has been consistently pushed towards with a view that this policy may be part of achieving the vision of the company in making the company the most admired and respected in the Thai society. The key factor to this success is the concrete work plan, knowledge construction through learning, research and knowledge dissemination to all employees for awareness, understanding and accurate implementation in the future.

Determination of work program and integration of ethical policy

Internal Audit and Ethical Promotion Office has organised ethics promotion activity by emphasizing the strengthening and cultivation of conscience to abide by in the conduct and work performance, continuously creating ethical activities, as well as determining the targets and key performance indexes. The achievements of various activities each year can be analyzed and determine the next approach and development.

Learning, research and knowledge construction

Learning, research and knowledge construction in the ethics promotion work use real incident as a case study. In order to identify the causes of the problems and solutions, looking at the details of events enable the company to develop the "Toyota ethics" in accordance with the culture of the organization, which are accepted by the employees.

Knowledge dissemination, ethical media and communication

The knowledge acquired from the learning and research shall be disseminated to the employees in general for correct performance

1. Ethics News – news used to disseminate ethics promotion activity and communicate stories about morality in order to give suggestions to staff what should be followed and what should be omitted in accordance with the ethical principles of the organization.

2. Ethics Talk is a two way communication process which opens the door to employees at every level to participate in the ethics promotion activity, expressing views, making enquiries and giving suggestions which may drive the organization towards the success in being admired and respected as having the good governance.

3. Ethics Week Campaign – an activity which cultivates conscience to work consciously by organizing exhibitions which disseminate knowledge about ethics to various workplaces of employee.

4. Ethics Lecture is an activity that provides lectures by monks to interested employees under the topic that brings benefits for themselves and performance.



Ethics Talk



Ethics Week Campaign



Ethics Lecture



Training and provision of advice and suggestion

The policy framework in the ethics promotion activity is a defensive policy designed to prevent an infringement of ethics by the organisation, therefore the training and advice largely became necessary.

1. Ethics for Newcomers Orientation – the training session on Toyota ethics is integrated as part of the orientation of new employees so that new employees can behave and perform work pursuant to the ethical framework of organization from the date of commencing the work with the organisation..

2. Ethics Clinic – in the environment where there is a large number of employees and diverse and different working environment, some employees may have experienced ethical problems, whether they relate to the completed acts or the acts being contemplated upon, the employees may contact the Ethics Clinic to seek advice from Internal Audit and Ethics Promotion Office

Seeking feedback from employees

Employee is an important person who remains closest to various work, employees are therefore the best source of feedback. The cooperation from the employees in receiving the feedback will enable the ethics promotion activity to carry out effectively.

1. Whistle Blowing System is a way of communication that the Company has welcomed the opportunity for employees who identify the infringement of ethics or doubt about the infringement to notify the company and check the facts

2. Employee Ethics Survey is the survey helps the company be aware of the true conditions of the organisation as to the level of knowledge, understanding about ethical conduct in order to focus on the right path.

Several activities previously organized and access to each employee of the organization can be a guarantee that every staff of the organization has learnt, understood and is ready to comply with ethical standards, making the organization the most admired and respected as said in the vow:

“Toyota progressive, assertive and ethical”

Sample of ethics survey of employees	Nov 08	Sep 09	Target
1. The number of survey panelist	53%	81%	80%
2. Employee knows the Ethics Promotion Office	27%	52%	70%
3. Employee knows the Whistle Blowing system	47%	53%	70%
4. Employee understands the Toyota Code of Conduct	N/A	64%	70%
5. Employee trusts in Whistle Blowing system	39%	46%	70%
6. Employee reports ethical infringement to the executive	33%	30%	70%



*Ethics for New Comers
Orientation*



Ethics News

Toyota Academy Thailand

Company has consistently carried out the human resources development in the past fiscal year (April 2009 – March 2010) in order to strengthen core competency of employees and practice the Toyota Way at work. By overall, our people development can be divided into 2 categories as follows:

1. Development of employees at managerial level and in office area.
2. Development of employees in production line



1. Development of employees at managerial level and in office area

The company has carried out core competency development of managements and office staff through courses for 4,000 people, some of which are managements from affiliated companies, dealers and suppliers. In that period, activities have been effectively improved, for instance

- Core competency adjustment in accordance with the core competency of Toyota Motor Corporation (TMC), Japan so that in the long term, employees' capabilities can be developed to meet global standard, which better enables business opportunity and competitiveness.
- Newcomer orientation improvement emphasizing the core value and Toyota business including safety, production quality and working code of conduct etc. Moreover, there is an opportunity to learn about sales and service operation at dealers' outlets as well as learning the working operation in production line to realize Toyota Production System and difficulties of different kinds of job for a period of more than 6 weeks.
- New development program for high potential manager fostering Toyota management tools in association with Chulalongkorn University for other necessary knowledge consolidation regarding management.

Not only internal people development but also sharing knowledge to social parties especially on education such as employment preparatory program for university students by learning about the Toyota Way, the Toyota Production System, the Toyota Problem Solving and providing tips on job application and interview



2. Development of employees in production line

Knowledge and skill development in production line is aimed at ensuring safety at work and making the quality products for highest customer satisfaction. The development of employees in production line can be divided into 2 levels as follows:

- 2.1 Knowledge and skill development for team member which emphasizes on fundamental skill safety and standardized work with closed attention from certified trainers until passing the test and being followed up their performance. When experienced, employees will repeat training to prevent error when working with machine.





2.2 knowledge and skill development of controller which focuses on the development of productivity and efficiency of Shop Floor in relation to safety, quality, productivity, cost and people development by using the global standard curricular for Toyota production training like Toyota Production System, role of controller, job instruction and relations and problem solving.

Moreover, the Skill Development System (SDS) has been developed to match the international standard called Global Skill Development System (GSDS), starting in 2009 at Assembly Shop, by developing certified trainers from TMC

For international stage, employees were recognized in the Asia Pacific Skill Contest 2009 by gaining 17 from 20 best awards

which covered 10 production skills for team member and controller levels.

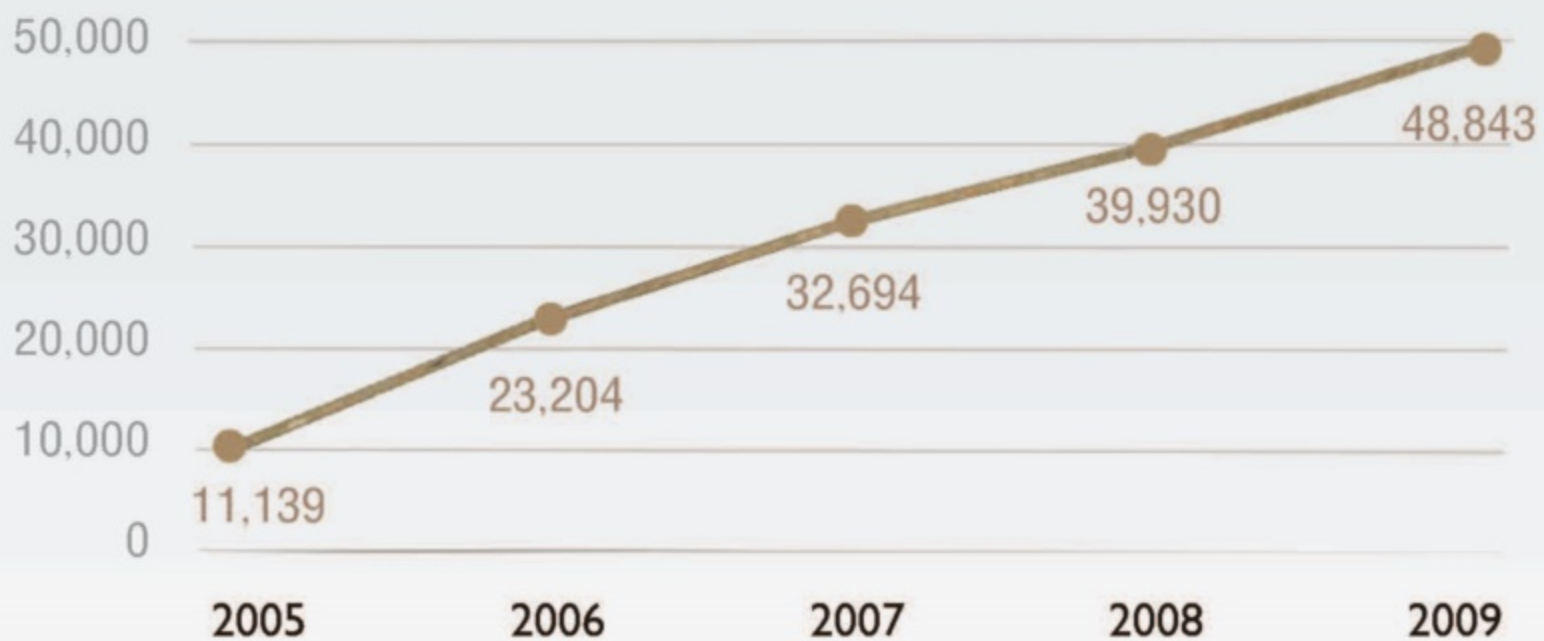
Then, winners from Asia-Pacific represented as AP team for skill competition with TMC team. It turned out that AP team got 2 winners and one of them was Thai showing the commitment and effort to enhance skill to meet with global standard.

In summary, company has paid high attention the human resources development especially since the establishment of Toyota Academy Thailand in 2004 employees have been consistently developed on knowledge of Toyota and related area to ensure safety at work and quality of product with highest customer satisfaction.



Accumulated number of Toyota Motor Thailand Trainees (2005-2009)

Persons



Toyota Education and Training Center

Human resource development for Toyota dealers in relation to after-sale services in order to understand new car technology, specializing in customer services for the highest customer satisfaction and impressiveness is one of the duties that has long been carried out by Toyota Education and Training Center, be it the general technician, body and paint technicians, Service Advisor, parts staff as well as customer relations staff, all of which may result in the participation of about 4,200 people.

Moreover, the Center still has technical cooperation projects in order to transfer Toyota automobile technology to the public sector on education such as the Ministry of Education and Ministry of Labour with the following details:

1. Toyota Technical Education Program (T-TEP) with Ministry of Education via the Committee since 2010 in the transportation field has the purpose of improving the teaching at vocational level in the engine field to accommodate the technological change and prepare students for work at enterprises, providing basic knowledge of Toyota technicians. However, Toyota Motor Thailand Co., Ltd. and Toyota Motor Corporation, Japan have supported the learning tools, technician level 1, educational equipments and kits such as a demonstration working engine set, as well as improvement of the practical plant, T-TEP Project consists of 2 branches, such as General T-TEP which combines with 9 technical colleges with emphasis on car maintenance and B&P T-TEP provides knowledge on body repair and paint in cooperation with 10 polytechnic colleges.

To transfer modern car technology, the company has provided training of teachers-student from various institutions in T-TEP Project and transfer the knowledge to students, pupils every year.

2. Toyota Technical Education Program to raise national skill standard (NSS) on car services with the Ministry of Labour through the Department of Skill Development with the objective of improving labour in accordance with the enterprises' needs and encourage the development of national labour standard that is acceptable to national and international enterprises. The company encourages learning resources technician curricular level 1 and 2, training for assistant teachers of the Academy and hand over educational equipments such as demonstration machine delivered to 12 regional skills development academies.

Nowadays, the Department of Skill Development set up the national training and inspection of skills center at regional skills development institute under the pilot project in 4 provinces namely Suphanburi (Region 2), Ubon Ratchathani (Region 7), Lampang (Region 10), and Songkla (Region 12) and will extend to Institute of Skills Development in the other regions – 8 places by 2010



General T-TEP

1. Samutprakan Technical College
2. Chanthaburi Technical College
3. Phitsanulok Technical College
4. Nakhonratchasima Technical
5. Suratthani Technical College
6. Chulabhorn (Ladkwang) Technical College
7. KhonKaen Technical College
8. Chiangmai Technical College
9. Hatyai Technical College

B&P T-TEP

1. Chiangmai Polytechnic College
2. Nakhonratchasima Polytechnic College
3. Chumporn Polytechnic College
4. Polytechnic College
5. Ubon Ratchatani Polytechnic College
6. Samutprakan Polytechnic College
7. Nakhornluang Polytechnic College
8. Chonburi Polytechnic College
9. Songkhla Polytechnic College
10. Ratchaburi Polytechnic College

Health Promotion Activity



Training session "Changing health behaviour to minimise the risk and disease"



Training session "Muscle pain from work"

Toyota Motor Thailand Co., Ltd. realizes the importance of employees' health, which coincides with the fact that Toyota Motor Corporation, Japan also conducts a clear health policy to promote good health behaviour, particularly on campaign of weight control. In the previous year 2008, the company cooperated with various sectors in the manufacturing section to implement the "Smart and Slim" project as a pilot project and a case study before being extended to the entire organization.

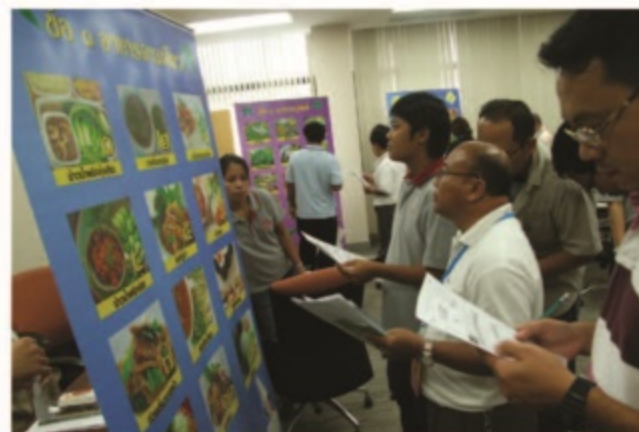
In 2009, the company extended the project to the marketing

section (Bangkok Office). There are a group of sampled employees of 59 persons. After 7 months participation, 83% (49 persons) of the participants lost weight and there was an increase of physical fitness by 76% (45 persons).

Besides the "Smart and Slim" project, the company also organised health promotion activities for the employees such as the "Health leader training" project Group Leaders are Team Leaders in order to implement and disseminate amongst the employees. There were 600 leaders in attendance.



Collect data (Weight and measure waist)



Training session "Diet Selecting"



Training session "Exercise"



Safety Promotion Activity

Toyota Motor Thailand Co., Ltd operates the business which is conducive to safety of staff and relevant persons by trying to prevent, identify and remove source of hazard for accident, injury caused by work as well as giving importance to safety beyond the worksite. There has been good cooperation from the staff. Under the Safety Promotion Activity, which company has been conducting continuously.



1. Completely Check Completely Find out for the year 2010

One of the Toyota safety promotion activities, identification of hazards and improve by CCCF represents an important activity that has long continued every year. This is an activity which enables employees at every level to identify, assess hazard and propose countermeasures in work and their own work site. In June and December 2009, CCCF was carried out with emphasis on identification and prevision of fire hazard, whereby there is a preliminary inspection form as guidance to employees and there is a follow-up by the Toyota top management to provide advice on participating in the activity.



Hazard identify by CCCF

2. Systematic safety arrangement pursuant to the PMR-s principle*

Since the beginning of the year 2010, the company developed and pushed for the systematic safety arrangement to ensure the maximum safety at work (accident must be zero) by covering 3 factors namely human, machine and worksite environment

Safety human

Focuses on dissemination of knowledge on safety at worksite; promotes safety conscience and develop a sense of hazard to employees in order to minimise the accident caused by human behaviour.



Stop-Point before crossing the road Activity

Safety machine

Promotes the machine safety by educating employees about rules, regulations, abnormality and maintenance of machine, especially safety device that comes with the machine, ensuring whether they are in good condition ready for work or not by providing a daily inspection to assure employees that they work with the safe machine and equipment as well as when new machines or new equipments are installed or adjusted the machines in order to minimize the accident which is caused by the unsafe condition of machines and equipments.



Machine Safety Check

* PMR-s - Plant Management Requirement system



Safety worksite environment

Focuses on searching and identifying all hazards in the worksite of employees to rectify to remove both visible and hidden hazards by safety management in which employees and supervisors participate in the identifies, checking and improving. The executive closely controls every day through Stop 6 Hazard Control Map and Fire Hazard control map which are the boards visualize the status of any hazard status in order to control and minimize the risk due to unsafe working environment.



Progress Tracking and Advice giving by executives

3. Safety promotion and outside worksite accident prevention activities

Not only does Toyota give importance to “On-Job”, TMT also focuses on “Off-Job” safety to reduce the traffic accident of employees. In the previous years, there have been various campaign activities such as safe driving training boths of cars and motorcycle were offered for the employees to enhance safe driving/riding skills which will prevent accidents. Moreover, as for the office cars, the GPS track system has been put in every office car. This enables the report and monitoring of driving behavior of drivers, including preliminary physical tests by measuring the level of alcohol and blood pressure of drivers before they drive the office cars. For the company bus, There was bus condition check twice a year. In addition, there is safe driving/riding during campaign the New Year and Songkran holiday days by organizing established activity for all employees to participate. These activities reflect the achievement in reducing the number of traffic accident in several years. Moreover, we have action plan for systematic traffic accident reduction for the next year, in which the employees participate to find out the hazard, may occur from traffic accident and make road condition hazard risk map, which will be awarded to all employees. Moreover, there is turn on light and wear helmet activity and motorcycle condition self-check activities. All the mentioned activities were created in order build the awareness of potential road accidents and the strictly follow traffic rules for the safety of all our employee.



Blood pressure measurement and alcohol detection activity before driving



GPS tracking system



Defensive safety driving /Basic safety riding training



Campaign for safe driving during festival holidays



Bus condition check

Mangrove Reforestation Project Year 6



The activity is a cooperation between Toyota Motor Thailand and the World Wide Fund for Nature (WWF) Thailand, which is organised for the sixth consecutive year. This year, the activities are created through cooperation between many sections such as Toyota employees, affiliate companies, dealers, medias, students and general public, over 2,500 persons that come together to be a volunteer in mangrove reforestation of over 50,000 seedlings on March 6, 2010 in order to celebrate in honour of His Majesty the King in accordance with his initiatives and correspond to the Queen's intentions regarding to forest and environment preservation.

In this activity, there is a signing ceremony of cooperation supporting the budget of 12 million baht in carrying out the

work at the Bangpu Nature Education Center (Bangpu) for the next 5 consecutive years (2010-2014) between Toyota Motor Thailand Co., Ltd. and WWF Thailand. The Royal Thai Army witnessed the signing. This support for the budget after the expiry of the contract worth 9 million baht in the year 2009.

Due to the mangrove reforestation by Toyota Family and the general public for the sixth consecutive year, there is the mangrove forest that have been grown over 120,000 plants nowadays, which help reduce CO₂ average by 8 Kg CO₂/plant/year. This preserves and restores the mangrove area, bringing back the balance to the nature as well as stimulating awareness for preservation of the environment to its sustainability.



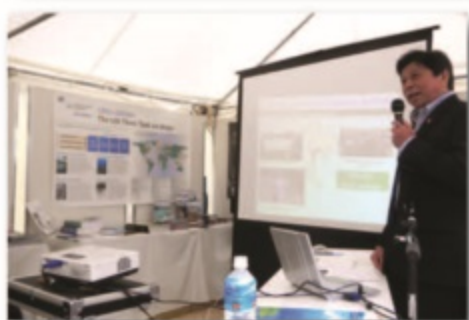
Toyota participated in the side event meeting of The 10th Conference of the Parties (COP10) under the theme “TMT Business, Communities and Biodiversity”



UNITED NATIONS
UNIVERSITY



Convention on
Biological Diversity



Toyota Motor Thailand Co., Ltd. was invited by the United Nations University to take part at the 10th Conference of the Parties (COP10) to present the work under the theme “TMT Business, Communities and Biodiversity” on October 23, 2010 in Nagoya, Japan with the objective of disseminating the project on eco-system conservation and promotion bio-diversity of the company to the society.

The 10th Conference of The Parties (COP10) is the international conference of signatories to the United Nations Convention which is endorsed at the Earth Summit in the year 1992 with the purpose of preserving the environment, and the use of bio-diversity resources in sustainable manner.

Toyota Motor Thailand Co., Ltd has the honour from Professor Dr. Sanit Aksornkaew, Chariman, Executive Committee of the Sirindhorn International Environmental Park Foundation, Dr. Sonjai Havanond, Managing Director of the Sirindhorn International Environmental Park Foundation and Dr. Monthip Sritatana Tabucanon, Board Member of the Sirindhorn International Environmental Park Foundation, as an international expert on the environment, gave a joint lecture with Mr. Ekachai Ratanachaiwong, SVP of Toyota Motor Thailand Co., Ltd. on the Eco Forest project and Biotope center of the company as well as organizing the Eco Forest project in the network of suppliers, dealers, community and establishment of natural learning centers in various provinces in Thailand.

In this event, there were over 200 participants whereby there's enquiry session and exchange of suggestions between speakers and participants. The content of the presentation focuses on the environmental preservation policy of the company in sustainable way as well as the company's performance in eco forest reforestation in various regions, all of which are the company's determination to stimulate the awareness of preservation and realization of the importance of environment to the community and society in sustainable manner.

Stop Global Warming Project



The “Stop Global Warming Project” was initiated in the year 2005 based on the cooperation between Toyota Motor Thailand Co., Ltd. and Thailand Environment Institute with the objective of building an environmental network by selecting cities and schools from municipal area all over the country to participate in the project in order to stimulate and promote the understanding about the global climate change, global warming and encourage the participating organisations and agencies to be able to initiate projects and activities that can stop global warming in their own community. This will create a network of driving force amongst the leading municipality and school in every region of the country.

As for the implementation of the Stop Global Warming Project for the fifth consecutive year, there has been the total number of participating municipalities and schools - 123 municipalities and 152 schools in 76 provinces throughout the country. The Project encourages local administrative organisations, community and school to collectively work towards the concrete energy saving and reduction of green house gas emission. There are 4 main activities as follows: reduce city warming by waste reduction and recycle, sustainable transportation, energy reduction and increasing green area. So far, there have been over 534 projects which concretely contribute to the global warming reduction effort; these projects can reduce over 6,600 tons of green house gas.

As for the cities that have been regarded as having excellent performance of the 5th year Project are Thali municipality and Thali Wittaya School, Loei province with the “Plant a tree with heart, relieve global warming” project which applies the concept of sustainable eco forestation that is used by Toyota for afforestation to their community. Nonthaburi municipality and Benjamarachanusorn school, Nonthaburi province carried out the “Carpool fill the car with travel companions” project, which uses the systematic method of survey and determining work procedure to plan the transport of students. This contributes to the reduction of Carbon Dioxide gas emission and solves the traffic problem in efficient manner. Pattani Municipality and Dechapattanayanukul, Pattani province succeeded in running the waste bank activity, dry for eggs activity, fermenting garbage to produce Effective Microorganisms (EM) activity and green area enlargement and restoration of mangrove forest activity.

For the forthcoming operation of the 6th year project, the project has changed the pattern of project implementation by emphasizing the activity for the local community; the competition activity to select the model community and school that succeed in achieving the targeted reduction of green house gas emission in the community and school. There are already 20 communities and 20 schools throughout the country participating in the project.



Signing Ceremony for Memorandum of Cooperation and Introducing of Project Participants



Core team seminar for Stop Global Warming



Young generation camp for Stop Global Warming Camp



Project implementation and following up performances



Environmental education trip at Toyota-Shirakawa-go Eco institute, Japan.

Global Warming Learning Center T. Tungsong, Nakhon Si Thammarat Province

To extend the success of the Stop Global Warming Project and promotion of learning in the community, Toyota Motor Thailand Co., Ltd. and Thailand Environment Institute have chosen Tungsong municipality which is an environmental network with the knowledge acquired from carrying out the project and management to cooperate in setting up the first pilot Global Warming Learning Center before extending to other municipalities which is ready to set up the center in the future.

“Tungsong Global Warming Learning Center” at the Sirindhorn Botanic Garden, Tungsong district, Nakhon Si Thammarat province held the opening ceremony on 29 January 2010 and is the learning center for young generation and those in Tungsong and in the nearby area who are interested. This is knowledge dissemination, awareness raising, and cultivation of conscience for environmental preservation amongst the young generation, all of which create the important driving force in caring this planet together. The exhibitions will refer to the content of knowledge which is based on the context of that area. For instance, at the exhibition on green house effect, the documentary room and the diagrams show the causes and effect from global warming, ways to reduce global warming effect, assessment of life and product cycles, carbon footprint and reduce global warming with traditional knowledge etc.

Besides the preparation in terms of content of knowledge, the organizers also renovate the old building and organize the landscape around the center to make the center a good example in terms of energy-saving in the building. For instance, the change of floor around the building from cement into soil ground to stop heat from evaporating, planting trees around the building to reduce the use of air-conditioning as well as adjusting the pavilion situated outside the building to make it appropriate for learning activities outside classroom for visitors.



Opening ceremony



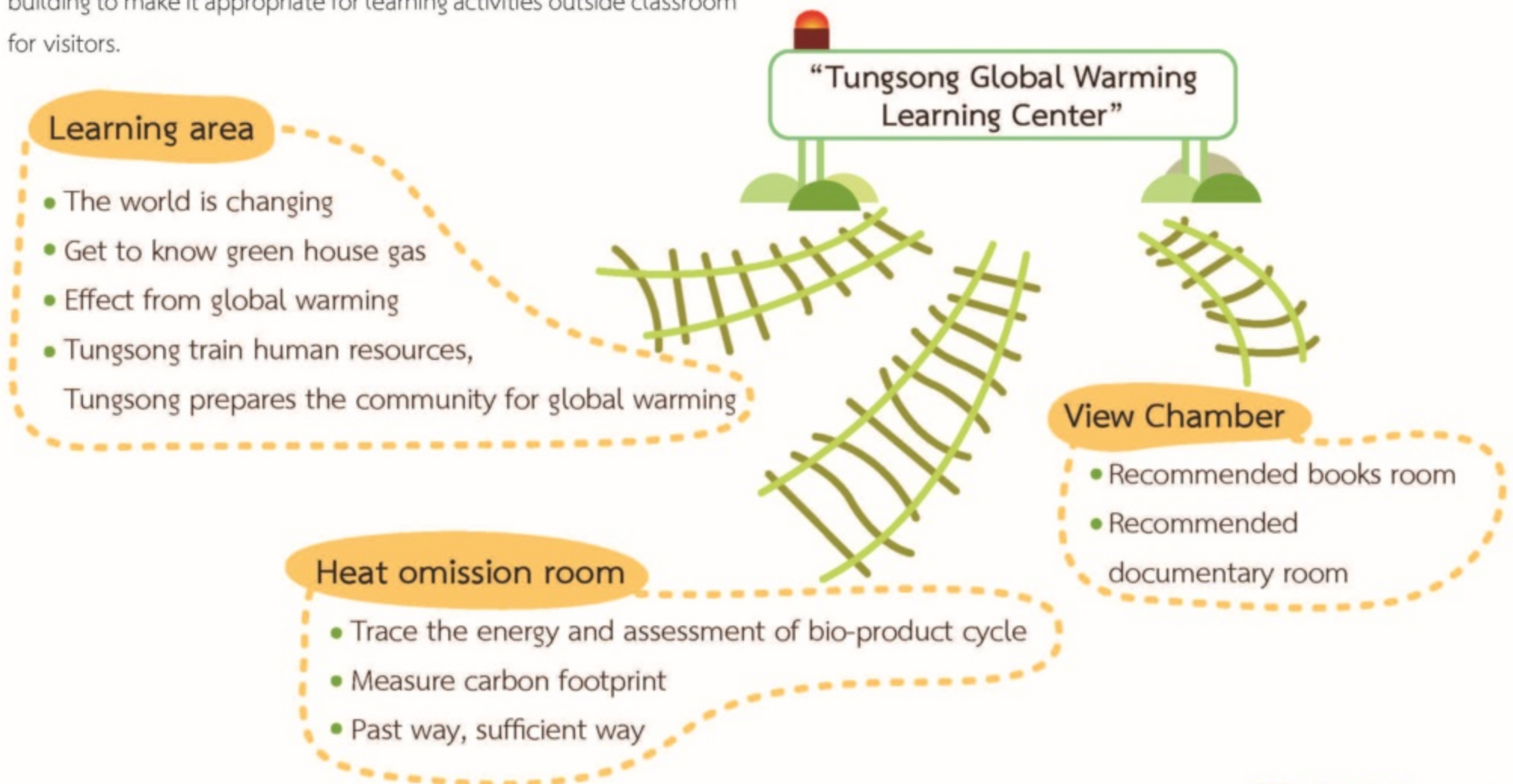
Learning area



Heat omission room



View chamber



Environmental Seminar

“Community’s collaboration, renewable energy generation, and stop global warming cooperation”



สถาบันสิ่งแวดล้อมไทย
Thailand Environment Institute

TOYOTA



All for Environment



Toyota Motor Thailand Co., Ltd. collaborated with the Faculty of Economics, Maejo University and the Thailand Environment Institute to organize the Environmental Seminar, entitled “Community’s collaboration, renewable energy generation, and stop global warming cooperation.” In this regard, Mr. Chumporn Saengmanee, Vice Governor of Chiang Mai Province presided at the opening ceremony of the Seminar. Mr. Ekachai Ratanachaiwong, Senior Vice President of Toyota Motor Thailand Co., Ltd., and Assistant Professor Dr. Sirichai Unsrison, Vice President for Information and Communication at Maejo University were the representatives from the three collaborating organizations to welcome the participants. Several knowledgeable people, scholars, experts and environmental technicians participated in the Seminar on March 25th, 2010 at the Grand Hall, 3rd floor, the Empress Hotel, Chiang Mai Province.

The Environmental Seminar, entitled “Community’s collaboration, renewable energy generation, and stop global warming cooperation”, was conducted for the fourth consecutive year and is part of the activities under the project “Toyota...All for Environment.” This a collaborative project implemented between Toyota Motor Thailand Co., Ltd. and potential and outstanding organizations with regard to the Thailand environmental development. The Seminar is the stage for scholars and technicians to share their experiences and knowledge, which represent the environmental issues in the Northern region. These

experiences and knowledge will lead to community development and place a focus on concretely solving each regional problem right to the point for environmental sustainability in the future.

This seminar was honored by environmental experts and knowledgeable people who joined the discussion and gave special speeches about the environment on the stage. For example, the topics are about the “Overview on the current energy situation: crisis, opportunities, and alternatives”, “Energy and global warming: global situation including Thailand at present, guidelines, adjustment, acceptance, and participation in slowing down the global warming crisis”, and “Community’s collaboration, renewable energy generation, and stop global warming cooperation.”

The participants were able to obtain a variety of knowledge not only from the speakers, but also from the exhibition outside the discussion room which presented a lot of interesting information. The exhibition included sections of the research and article presentation, the latest news and information about global warming that has an effect on people in different regions, and the alternative energy innovation from the community’s skills. The Seminar is considered as a tool to enthusiastically stimulate and raise awareness of people in reducing global warming. Furthermore, the Seminar also helped to find guidelines for solving environmental problems in the North properly, accurately, and according to the current situation.

White Road Project

“The 3rd White Road Theme Park”

at Nakhon Ratchasima Province



Toyota Motor Thailand Co., Ltd. signed the contract to establish the “3rd White Road Theme Park” in collaboration with Professor Dr. Prasart Suebka, the President of Suranaree University of Technology, took place on May 18th, 2010 at the Style by Toyota Building, Siam Square.

Toyota Motor Thailand Co., Ltd. has organized the project to support Thai society by raising safety awareness and a good mindset for drivers as well as all road users. This is conducted under the “White Road Project”, which was firstly initiated in 1988. Over the past 20 years, the company has implemented various projects with an aim to contribute to Thai society at large. For instance, the construction of “The White Road Theme Park” is one of the efforts to foster awareness among children and youths with knowledge of traffic regulations. The first “White Road Theme Park” is available at the Wachirabenchatat Park (Railway Park), Chatuchak District, Bangkok, which was constructed on the occasion of “National Children’s Day 2004”. Four years later, the learning opportunity was extended to children and youths in regional areas with the opening of the “2nd White Road Theme Park” at the Highway Police Office 3, Division 2 at Prachuap Khiri Khan Province in 2008. Both White Road Theme Parks have trained more than 500,000 children and youths.

Toyota has established this “White Road Theme Park” in collaboration with the Institute of Engineering, School of Transportation Engineering, and The Center for Studying and Transferring the Transportation and Technology, Suranaree University of Technology, Nakhon Ratchasima Province. This “White Road Theme Park” will be the learning center that provides knowledge of traffic laws and regulations to children and youths in the northeastern region. It will also foster a safety mindset and awareness of drivers and all road users. Furthermore, the park will help promoting road safety in order to prevent losses due to traffic accidents.

The objectives for the establishment

- To transfer the knowledge and increase an understanding on traffic law and regulations to youths so that they can use the roads correctly and safely. It is conducted by means of real driving practices in the traffic miniature lanes.
- To foster youths to be generous in using roads and encourage them to apply this knowledge in their daily lives.
- To create a proper driving culture to children and youths. Consequently, it enables them to extend the results of their learning to their family and nearby communities, in order to reduce traffic problems as well as accidents on all roads.
- To be the traffic laws and regulations training center available for youths and general public.

Key target groups

- Children, youths and students from school to university levels with an emphasis on transferring the knowledge to primary school students in the service areas.
- Communities or general public.
- Organizations which are interested in enhancing their employees’ knowledge and understanding on correct traffic laws and regulations.

The establishment of the “3rd White Road Theme Park” has undoubtedly affirmed our commitment to promote road safety to Thai society. The park mainly aims to foster traffic disciplines to children and youths. Consequently, as they grow up, they will be highly conscious and well aware of traffic laws and regulations. This campaign will be a significant step to stimulate the parents to use roads with extreme cautious in order to reduce potential road accidents.

CSR Campus Project 2009

Extending continue the Young CSR network throughout Thailand



Toyota, CAT, and DTAC in collaboration with Thaipat Institute has launched the CSR Campus Project 2009 for a second year of their operations to carry on extending the CSR network throughout Thailand, after a tremendous success last year. The project introduced the “Young CSR Model”. The model penetrated the target groups, comprising of new generation entrepreneurs, descendants of businessman, students, and people who want to be social entrepreneurs. They will be taken a “civic responsibility” tutoring course. The course consists of basic CSR principles and systematic implementation, focusing more on the outcome than the output.

Toyota Motor Thailand Co., Ltd., CAT Telecom Public Co., Ltd., and Total Access Communication Public Co., Ltd. (DTAC) in collaboration with Thaipat Institute, the Foundation for Thailand Rural Reconstruction Movement under Royal Patronage has launched the CSR Campus Project 2009, of which the implementation areas were settled in every province across the country.

Dr. Pipat Yodprudtikon, the Director of Thaipat Institute, the Foundation for Thailand Rural Reconstruction Movement under Royal Patronage which consistently conducts the CSR research in Thailand, revealed that the CSR Campus Project 2009 has received such highly positive feedback. Therefore, all 4 collaborated organizations have agreed to carry on supporting the activities to be conducted in the 2nd year. The patterns of the activities were improved and extended from the project in the year 2008. The activities range from basic CSR knowledge to systematic implementation. The results obtained from the brainstorming in the CSR Campus project last year were also included as a contributory factor to drive the activities in each province in the CSR Campus project 2009.

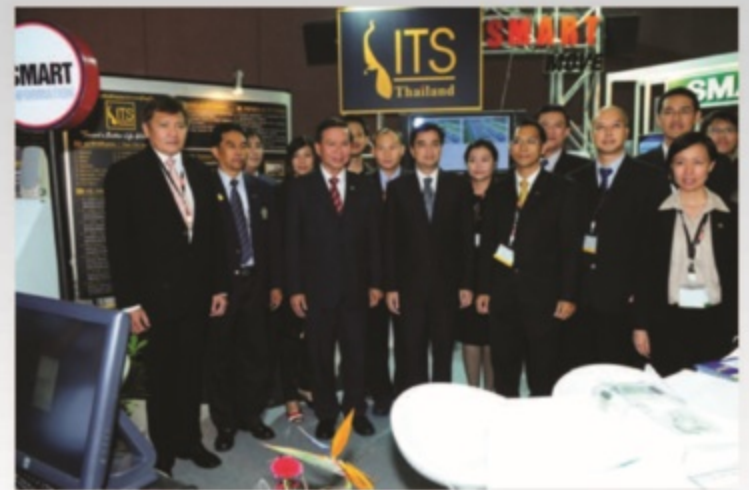
The target group of the CSR Campus Project 2009 consists of new generation entrepreneurs, descendants of businessman, students, and people who want to be social entrepreneurs under the “Young CSR Model”. This model aims at placing civic responsibility into the mindsets of the target group before they enter the labour market and the business world. Moreover, this model is consistent with the current economic situation which largely influences their employment and opens up their working opportunities in the event of economic crisis.

Mr. Vudhigorn Suriyachantanont, the Senior Vice President of Toyota Motor Thailand Co., Ltd., mentioned with reference to the CSR Campus Project that “we are very pleased to become one of the parties who receive such an astonishing chance to pursue this successful project. We have great expectation that this project will concretely provide benefits to the Thai community and that it will bring upon positive changes to the economic and social situations. The Toyota networks, which are dealers and suppliers of Toyota across the country, are ready to collaborate with every sector in order to develop and strengthen the community networks. We will engage in social activities at community level since it is one of the essential parts for developing sustainable growth for the Thai society altogether.”



Intelligent Traffic System (ITS)

activities of Toyota Motor Thailand Co., Ltd.



Traffic and transportation problems are major problems in Thailand. All involved sectors, including governmental, private, and academic sectors collaborated in brainstorming to solve the problems effectively. At the same time, the efficiency and quality of traffic and transportation should be enhanced in order to sustain safety, saving and the quality of life and environment. Toyota had an opportunity to collaborate with the governmental sector, the academic sector, and other organizations from the private sector in order to successfully establish the Intelligent Transport Systems Association in Thailand in February 2008. Toyota is not only a member of the association, but was honored by the association when Mr. Ninnart Chaithirapinyo is appointed to become the honorary President.

Toyota has been involved in several activities in collaboration with the association. The collaboration has covered academic dimension, domestic and international exhibitions, as well as various public relations since the year 2008 as follows:

- The Pilot project of establishing the Intelligent Traffic Information Center (iTIC) Foundation

Toyota has collaborated with the Thai Traffic Police and the National Electronics and Computer Technology Center (NECTEC) to be the traffic raw data collection center from different sources. The data will be analyzed and provided through several mass media such as radio wave, mobile phone probes, and the internet to road users.

- Host ITS AP 2009 at the Queen Sirikit National Convention Center

Toyota organized the international exhibition with the collaboration of the ITS alliances from several Asia Pacific countries. In this exhibition, the TIC (Traffic Information Center) Showcase was introduced to public. It is a demonstration to road users on how the

Traffic Information Center works, and the methods in receiving traffic information from different devices including car navigators and mobile phones, etc.

- To attend the seminar and exhibitions of the ITS World Congress 2008 in the United State of America, and in Scotland in 2009.

- To attend the seminar and exhibitions of the ITS Asia Pacific Forum 2008 in Singapore.

- To collaborate with the Thai Automotive Industry Association in holding a seminar and academic exhibitions at the Bangkok International Motor Show in the year 2007, 2008 and 2009.

Toyota is very proud to take part in driving the Intelligent Transport Systems Association in Thailand to get the collaboration with domestic and international organizations. The collaboration will maximize the benefits of reducing the traffic problems and enhancing road safety.



Toyota Thailand Foundation



The Toyota Thailand Foundation was established in 1992 with an initial capital registered of 30 million baht and the current is 400 million baht. The current capital registered is 400 million baht. According to the policy on sustainable development, the Foundation has consistently placed an emphasis on social contribution over the past 18 years, especially on the youth development in both education and quality of life aspects for their better future and to become valuable human resources. They will become the powerful engine that drives the country to be as advanced as other countries. The Foundation has set the budget for implementing social activities as follows:

	2535	2536	2537	2538	2539	2540	2541	2542	2543	2544	2545	2546	2547	2548	2549	2550	2551	2552	2553	Total (million baht)	
Authorized capital by Toyota company	30	20	100	50	50						100	50								400	
Expense by the following 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	12.25	171.04	
> Quality of life development		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	9.10	75.93	
> 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	0.50	15.82	
> Support other charity organizations		0.20	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	3.00	40.19	
Total grant		1.11	2.80	16.29	19.34	31.94	31.38	13.08	7.41	8.26	8.91	16.26	15.40	13.50	26.00	26.75	22.50	17.20	24.85	302.98	

*Excluding the implementation budget of 13.31 million baht (Budget from 1992 - 2010)

Education Support

The Foundation has primarily focused on educational promotion since it is the key for personnel development and the foundation of society and country development. Therefore, the Foundation has supported education from the early stage until undergraduate level, including rendering the support on drug addicted children, homeless children and orphans of HIV-infected parents. The support is also extended to children who stay near remote area by constructing the Border Patrol Police schools as a channel to expand their education opportunity.

In addition, in order to raise the awareness of academic among Thai society, the Foundation provides support for the publication of academic textbooks, through giving the TTF awards in three areas namely science, environment, and social science and humanity, as well as nominating the honorary award to promote academic works of scholars.

Furthermore, TOYOTA Thailand Foundation supports academic works, seminar on neighbouring countries, publication of academic books on history, art, and culture, and the Ayutthaya study Project via the Training Program on Ayutthaya Study for teachers and Lectures in Ayutthaya and nearby areas.



Quality of life support

An objective of Toyota Thailand Foundation is to support and elevate the quality of life of school-aged children in remote rural areas for their living quality. Though various activities that would help primary-school such as the Agricultural Practices for Lunch activity, students learn about nutrition and its management. This activity highlights the philosophy that "All children can have every meal and feel nutritiously and sustainably full." Furthermore, the children are taught about the principles of management through a cooperative system in their schools.

Regarding the public health service, Toyota Thailand Foundation expresses its support by Co-operation with the Relief and Community Health Bureau to undergo hare-lips on cleft lips and cleft palates surgery in disabled children. About The Foundation additionally provides students of the Border Patrol Police Schools the education about wellness and occupational health along with three hill-tribe villagers in Chiang Rai Province about the contraception for implementing birth control effectively and sustainably.

Environmental support

Toyota Thailand Foundation has collaborated with the Karen Association for Social and Environmental Development (KASED) to carry out the Wat Chan Water Source Forest Project in honors of His Majesty the King, aimed at water source forest preservation (Ban Chan Sub-district, Mae Daet Sub-district, and Cham Luang Sub-district, Mae Chaem District, and Galyani Vadhana District, Chiang Mai Province). These projects aim to create the collaboration among villagers to preserve the forests in the areas for the sustainability community.



The continuously implemented activities:

Toyota Thailand Foundation in Collaboration with has initiated the activity called the Father's Instructions Project in the Dabos Foundation. The objective is to create learning process to by following the royal guidance and the royal speech of H.M. the King. The Foundation has continuously developed the project and introduced it in the South of Thailand in 2010, through activities, including the training on script writing for the "King's Teaching" film, music, sports, and the King's Teaching short film, for 2000 primary and secondary school students in Yala Province.

The continuously implemented activities:

1. Undergraduate scholarships for needy students at Khon Kaen University, Mae Fah Luang University, Burapha University and Phuket Rajabhat University
2. Toyota Thailand Foundation (TTF) Award
3. Construction of standard school buildings for the Border Patrol Police schools
4. Academic seminars and text book publications for academic institutions
5. We Love Green Vegetables Project
6. Healthy Relationships for Healthy Children
7. Surgery of hare-lips and Cleft Palate
8. Genesis of water and life

Moreover, the Toyota Thailand Foundation has promoted Toyota employees to participate in activities for the public benefits and to initiate activities concerning the staff's community and education centre to develop and show their love for their hometowns. Same Examples are the pilot project for contraception in hill tribe communities; the introductions of organic agriculture and cooperative systems to schools; the encouraging of students or youths to help society by collaborating with the Faculty of Nursing to work on site at the border of Thailand, to educate local students to take care of their health, and teach them the first aid.

4. Honorary award of the year 2009, Thailand Top 100 HR Award

Thammasat University, by the Human Resource Institute, set up the Thailand Top 100 HR Award. The objectives of this award are to praise those who make a social contribution as well as international organizations who contribute to Thailand in terms of human resources, and to acknowledge the dedication of those people who develop, and use their knowledge and experience to develop human resources in Thailand.



Social activities implemented

by Toyota Motor Thailand Co., Ltd. in 2009-2010

Toyota Samrong Plant



Social activities at the Toyota Samrong Plant in 2010 were implemented by focusing on supporting various activities of schools, communities, and public health centers in the area of the local municipality of Samrong Tai, and the local municipality of Bang Mueang sub-district. Key activities were as follows:

1. Local education support to school
2. Local baby center support
3. Herb garden in school
4. Enhanced road safety and environment mind project
5. Fire safety community
6. Fundamental healthy support

These activities were organized in order to develop the quality of life of people in the community and also created good relationships between Toyota and local government agencies. The examples of the activities are:

1. Sanitary toilet construction for the Wat Laem School. The toilets were constructed for good sanitation and environment preservation in case of sanitary wastewater and to protect the environment.

2. Herb gardens at the Wat Laem School, Chatthipthepwittaya School, Wat Bang Nang Kreg School, and Mitmaitree community. This activity was separated into 2 parts; which were education and training in classroom and planting herbs in the school and community areas. This activity was emphasized on educating people about herb's types and benefits, as well as how to plant them, so that the people can apply their knowledge.

3. Establish environmental awareness to students by utilize (5S's education activity). This activity was organized in order to create a culture of a tidy school landscape according to the 5S activity. There are also include waste separation activity for the most useful purpose, waste reduction and for environment carefulness.



Toyota Gateway Plant

1. ECO School project

Schools are considered important learning sites of youths. Toyota Gateway recognized the necessity of implanting systematic energy saving and environmental conservation in children's hearts. Therefore, the Plant selected 3 schools in the area of Chachoengsao Province as the pilot schools, namely the Plangyao Pittayakom School, Phaikaew Wittaya School, and Sanam Chaikhet School.

The project implementation process

- Management and integration in curriculum and instruction
- Education and fostering the awareness on environmental and

Period of the project August 2009 – March 2010
And ongoing in 2010

Summary of the project outcomes

Students were aware of resource and environmental preservation in aspects of energy, electricity, water, trash management, and sanitation and safety at their schools.

2. The "Sufficiency Economy Year 2" project for the pilot schools

The "Sufficiency Economy Year 2" project for the pilot schools is aimed at increasing the network of sufficiency economy schools in the local areas by 4 schools. This will create the consistency and sustainability within the network which is laid as the vital foundation for developing the Thai society in the future.

The network of sufficiency economy schools

Senior pilot schools	Junior pilot schools
- Ban Nong Satit School	- Wat Ao Chang Lai School
- Wat Krokkaewwongphrachan School	- Suwan Khiri School
- Wat Wangyen School (Ratrad Prasart Wittaya)	- Ban Sung Charoen School
- Nongprue Pracha San School	- Ban Nong Prayod School

Besides, we had the field trip to survey the schools and communities in the areas of Phanom Sakhom District and Sanam Chai Khet district to select the schools and communities to participate as the next 3rd generation.

The project implementation process

- Workshop
- Study visit
- Collective learning

Period of the project August 2009 – March 2010 and ongoing in the year 2010

Outcomes

There was a network of the sufficiency economy pilot schools. These schools set courses and organized activities based on the principles of self dependence, teacher and student collaboration, and balance of economy, society, environment and excellent culture.



Toyota's executive, the Thailand Environment Institute and the school director signed in the MOU to start the project.



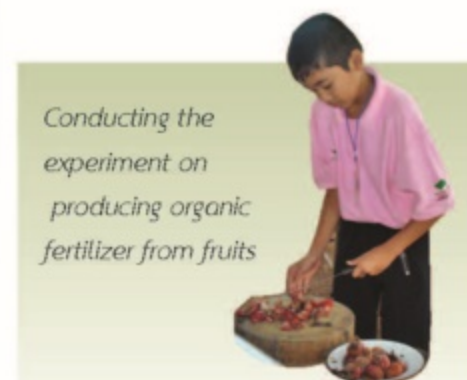
Workshop on calculation of electricity charge from the electricity consumption in the school



Local experts taught the techniques to sort trash



The senior pilot school (Wat Krokkaewwongphrachan) was selected to present their performances in the exhibition of collaborated network to drive sufficiency economy on February 3rd.



Conducting the experiment on producing organic fertilizer from fruits

Toyota Ban Pho Plant

The Biotope site visit activity

Toyota Motor Thailand Co., Ltd. at the Ban Pho Plant organized a site visiting activity for students from schools in Bah Pho District including the Putti Rangsi Pibool School, and the Wat Pipit Prasart Soontorn School, etc. to visit the ecosystem in the Biotope area. This site visit will increase the knowledge and understanding of relationships between living and non-living organisms. The site visiting activity also promotes students to have a good attitude and to be aware of the importance of sustainably preserving the ecosystem.



Eco Forest plantation activity at the plant among government agencies, communities, schools and employees

Toyota Motor Thailand Co., Ltd. at the Ban Pho Plant organized the eco-forest plantation activity at the Plant on December 5th, 2009. For this event, government agencies, schools and surrounding communities collaborated to plant trees in order to raise good environmental awareness to everyone and also to increase the Plant's green areas.



Youth training project to be the environmental fighters and the water detectives

Toyota Motor Thailand Co., Ltd. at the Ban Pho Plant collaborated with the youth network for the environmental fighters and the water detectives in Ban Pho District, Chachoengsao Province to operate the youth training project. This project consisted of several activities such as the activity for sampling water to evaluate its quality, the activity for constructing the weirs to retain water, and the activity for trekking and nature studying, etc. This project aimed at setting up the youth network in the communities around the Plant. Therefore, this network will collaborate to monitor and solve the problems from discharging wastewater from the communities into the Bang Pakong River. The project also provided knowledge and understanding to the youths in the Ban Pho District area on how to prevent environmental problems.

The first training project:
On November 12 – 13, 2009 at
the Phu Thai Watershed
Management Unit, Chachoeng-
sao Province



The second training project:
On January 21 – 23, 2010 at the
Khao Yai National Park, Nakhon
Ratchasima Province





The 3rd Global Warming Reduction Project on Tour to Educate Youths: Mangrove Forestation Activity

Toyota Motor Thailand Co., Ltd. and Thai Auto Works Co., Ltd. in collaboration with the Pomnakaratch Sawatyanont School organized the mangrove forestation activity at the Klongkhone Mangrove Forest Conservation Center, Samut Songkhram Province. This activity

reinforced the youths to understand the mangrove forest environment, which is important for increasing ecological balance. Further, this activity raised the awareness of the youths in preserving the environment.



The 4th Global Warming Reduction Project on Tour to Educate Youths: Planting Coral Activity

Thai Auto Works Co., Ltd., with the cooperation of more than 200 employees, organized activities to plant corals at the Teay Ngam Beach, Royal Thai Marine Corps (Royal Thai Navy), Sattahip District, Chonburi Province. The purpose of this activity was to raise the awareness of the participants in preserving the environment and to bring back the

natural balance of the marine ecosystem. The project consisted of many activities such as lectures on the marine ecosystem by guest speakers, and the planting of corals in PVC pipes and releasing them into the sea, etc. The project was not only for collaboration in planting corals, but also for fostering harmony among colleagues.





Economic Performance

Economic Performance







From the performance of Toyota Motor Thailand Co., Ltd. in 2010 (the period of April 2009 – March 2010), the sales volume from both domestic and export markets increased as compared to last year. As a result, the total revenue of the company also increased. The sales volume in 2010 was more than 524,000 cars, and sales value in 2010 was more than 313,000 million baht, increasing from last year as 5% of the net profit. The net profit of the company was more than 9,200 million baht.

In 2010, Toyota Motor Thailand Co., Ltd. planned to launch the Corolla – Minor change and Prius in August and December respectively. The reasons were to stimulate the sales volume to meet the company's expected target and to increase product variety. The company is determined to maintain a consistent growth rate both in terms of sales volume and net profit for the overall sustainability of automobile industries in Thailand.



The car sale statistics of Toyota group in 2009

Sales volume of Toyota (Domestic)	Numbers of cars	Rank number	Market share (%)	Growth (%)
Total (Gross sales of Toyota)	230,585	1	42.01	(12.06)
Passenger car	100,747	1	43.80	(5.71)
Commercial vehicles	129,838	1	40.72	(16.43)
1-Ton Pickup (including PPV)	117,252	1	42.49	(16.98)
1-Ton Pickup (excluding PPV)	102,026	1	41.16	(19.80)

	Engine	Emission Standard
	1AZ-FE 2AZ-FE 2GR-FE 2AZ-FEX	EURO 3 EURO 3 EURO 3 EURO 3
	1ZZ-FE 3ZZ-FE 3ZR-FE	EURO 3 EURO 3 EURO 3
	1NZ-FE	EURO 3
	1NZ-FE	EURO 3
	1KD-FTV 2TR-FE	EURO 3 EURO 3
	2KD-FTV 1KD-FTV 2TR-FE	EURO 3 EURO 3 EURO 3



Special articles



1,000,000 Trees of the Eco-Forest Plantation

On August 3rd, 2008, Toyota Ban Pho Plant planted 100,000 trees in one day with 13,000 volunteers. From that success, we recognized the benefits of contributing to the communities, the workplaces, and local people. Therefore, Toyota has a policy to push the 1,000,000 Trees of the Eco-Forest Planting Project to be succeeded within 5 years (the year 2012). The purpose of this project is to disseminate Prof. Dr. Akira Miyawaki's technique for eco-forest planting to the Thai society. By using this technique, the survival rate is as high as 80% of all planted trees (during the first 3 years).

Currently, the Toyota Ban Pho Plant collects data every 3 months. The collected data are on 3 main variables, namely; survival rate, growth rate in terms of height, and diameter. The latest data collected in April 2010 showed that the survival rate was 86%, the average height was 2.16 meters, and the diameter was 2.89 cm. Follow-ups on growth will be conducted for the first 3 years, because after that, these trees will be able to grow naturally. They do not need watering or caring, except for the pruning of some branches that are in the way of cars or that obstruct electric wires.

Furthermore, Toyota implemented forestation activities in collaboration with communities, which have different natural characteristics. The project was pushed through the "Eco Forest Project". The first Volunteers Conserve the Forest Project was in collaboration with the Phu Phing Palace, Maejo University, government agencies in Chiang Mai Province and people in A.San Pa Tong to plant seedlings around the Nam Bho Luang temple, A.San Pa Tong, Chiang Mai Province. There were 2,000 participants to plant 25,000 seedlings in March 2009.

This area is a deciduous dipterocarp forest in a plain area, which faces forest fires every year. It is expected that this coming eco-forest will become fire breaks and will turn the conditions of the deciduous dipterocarp forest back into the dry evergreen forest as it was around 100 years ago.



The photo presents the difference in growth between the trees planted by the Prof. Dr. Akira Miyawaki's theory and the conventional planting method.

Eco-Forest Planting Project at the Nam Bo Luang temple, Chiang Mai province



Training activity for leaders men and local people



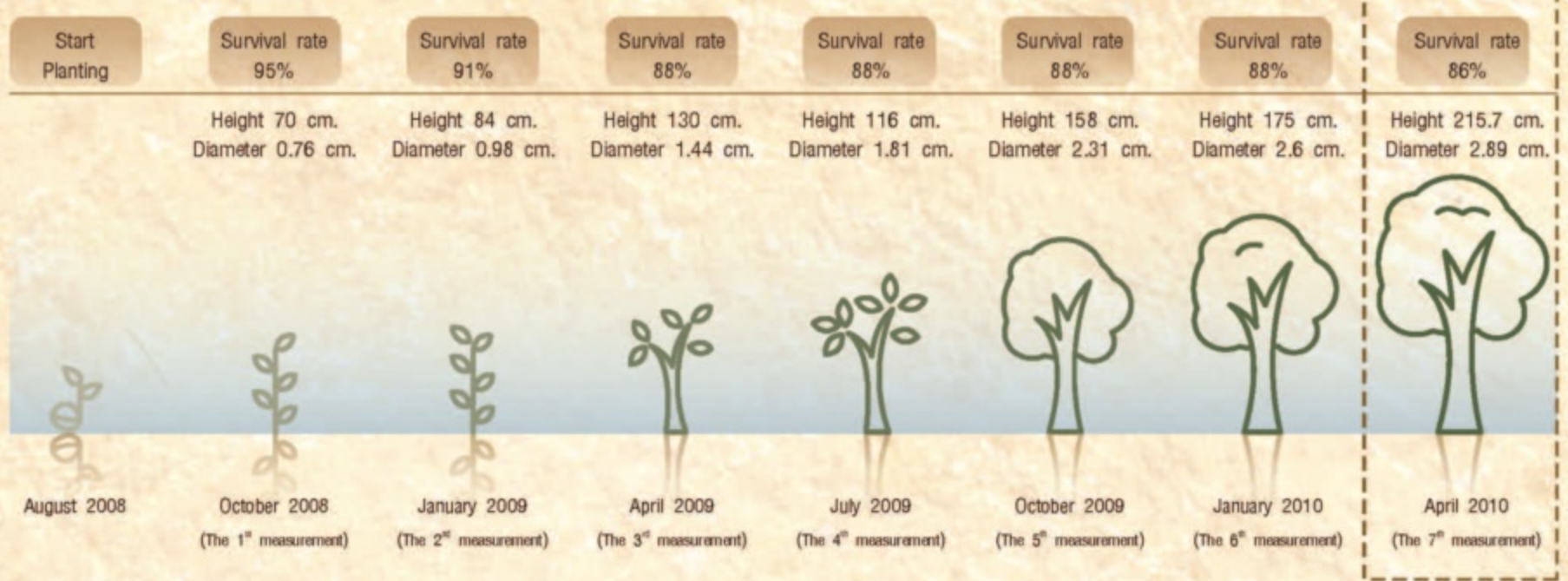
Leaders demonstrated how to plant on the example hill



Opening ceremony



Planting activity



In the 2nd Eco Forest Project with community, Toyota planted an eco-forest in the forest area of the Ban Chiang Hian community, which is one of the leading herbal sources in Thailand. In the past, villagers could harvest herbs and sell them to supplement their income. Now, however, the forest has become a disturbed forest. Therefore, Toyota in collaboration with Mahasarakham University, Mahasarakham Provincial Office of Natural Resources and Environment, government agencies in Mahasarakham Province and people in Chiang Hian Village to plant 20,000 seedlings in September 2009. There were 2,000 participants.

In the 3rd Eco Forest Project with community, Toyota plant an eco forest at the Phra Boromthat Doi Pha Som Temple, Chiang Mai Province. This place is high 1,200 meters above sea level, which was different from other eco-forest planting

projects where trees were planted on a plain area. Moreover, this eco forest will become a true watershed forest. When the forest becomes abundant, it will help the Yang Moen villagers have water for their usage all year round. Toyota organized this project in collaboration with the Phra Boromthat Doi Pha Som Temple, government agencies in Chiang Mai Province, the 7th Infantry Battalion, and the Yang Moen villagers. There were 500 participants to plant 26,000 seedlings in October 2009.

In the 4th Eco Forest Project with community, the activity was implemented at the Rong Ko Watershed Forest Conservation Area. This time, Toyota organized the project in collaboration with Ubon Ratchathani University and people in the Rong Ko Watershed Forest Conservation Area. There were 2,000 volunteers to plant 30,000 seedlings in December 2009. Rong Ko Watershed Forest Conservation Area is the watershed forest of the Mun river and is a catchment area. During the rainy season, there will be partial flooding. Therefore, this project is also a project to bring back the watershed forest area to the Mun catchment area.

We, Toyota will implement eco forest activities by continuing our planting activities with communities in the next consecutive years. Furthermore, Toyota has implemented activities for returning forests in town by encouraging dealers and suppliers to participate in the eco forest project in their workplaces and to perform social activities together. The project started with recovering the environment around workplaces and is subsequently extending outwards to the surrounding communities.

Eco-Forest Project at Mahasarakham province



Leader training activity



Opening ceremony



Dr. Sirin explained how to plant



Planting activity

Eco-Forest Project at Wat Phra that Doi Pha Som temple, Chiang Mai province



Examining and selecting local trees



Examining and selecting local trees



Volunteers in the event



Planting activity

Eco-Forest Project at Ubon Ratchathani University



Leader training activity



Survey of the readiness before the event



Opening ceremony



Planting activity

50th Anniversary of Toyota; The Ways to “Sustainable Thai Society”



Toyota Motor Thailand Co., Ltd. officially started its business in Thailand in 1962. Over 48 years, Toyota has persisted in its determination to prosper side by side with the Thai society. The commitment to contribute and return good things to society is one of our important missions. This is consistent with our vow, “Toyota is proud to prosper with the Thai society”.

Mr. Kyoichi Tanada, President of Toyota Motor Thailand Co., Ltd., stated that “Over 70 years, Mr. Sakishi Toyoda, the founder of Toyota Motor Corporate has the business vision to contribute to the development of the country in harmony with the company’s. Throughout 48 years of its operation in the country, Toyota Motor Thailand Co.,Ltd. thus has demonstrated the commitment to the support of Thai society via the implementation of useful activities pertaining four major aspects. The activity is predominantly related to

road safety, environment, education and technology transfer, and the elevation of quality of life and sustainable growth of the community. Furthermore, in 1992 TMT established the “Toyota Thailand Foundation” for the occasion of the 30th Anniversary of Toyota in order to earnestly and continuously promote the activity for society. There are various projects in different areas of the country, especially in remote rural areas, to support the sustainable development of every social class within society.

Toyota has implemented various activities for the Thai society principally pertaining 4 major aspects as follows;

1) Road safety promotion under the “White Road Project.” This project was initiated in 1988 and has been continuously organized for over 22 years. The project aims at enhancing knowledge on traffic laws and regulations and increasing safety awareness for road users so that they may help reduce road accidents. This is one of Toyota’s key policies. The principal target groups of the project are youths and the public by encouraging road safety campaigns with government sectors. In 2009, the company founded the “Driver Training and Potential Developing Center” in collaborated with the Department of Land Transport. Moreover, Toyota received the “Prime Minister Road Safety Award” as the organization with outstanding performance on road safety from Prime Minister Abhisit Vejjajiva in the same year. This is the first time this sort of award was presented in Thailand and Toyota is the first automotive company to receive this award. This could be able to guarantee a consistent commitment of the company to the implementation the road safety.

2) Environment contribution seen by the Eco-Forest Project initiated in 2008 through the collaboration of more than 10,000 volunteers including the executives, government agency representatives, private organizations, dealers, parts suppliers, subsidiaries, surrounding communities, press, employees, and their families. All participants took part in planting more than 100,000 trees in the 30-rai area of the Toyota Ban Pho Plant. The Eco-Forest Project was implemented under the supervision of Prof. Dr. Akira



Road safety aspect

Miyawaki, the honorary professor of the Yokohama National University and the director of the Japanese Center for International Studies in Ecology. The seed for the project were chiefly native species which are able to grow ten times faster than a natural forest takes. The Eco-Forest Project has been extended to Toyota's business network; part suppliers and dealers nationwide, resulting in the "outstanding award for biodiversity conservation" of the Ban Pho Plant from Mr. Suwit Khunkitti, Minister of Natural Resources and Environment at the business sector level in 2009. The competition was organized by the Office of Natural Resources and Environmental Policy and Planning. This award was attributed to the implementation of Toyota on the Eco-Forest and Biotope projects as well as on the green power network under the Stop Global Warming Project in collaboration with the Thailand Environment Institute. Toyota could broaden its cooperation in the environment conservation in every province of Thailand; 123 municipalities and 152 schools.

3) Promotion of Education and technology transfer to the Thai society by supporting scholarships to students of Chulalongkorn University and Thammasat University every year since 1973. The company also supported the faculty of Engineering, Chulalongkorn University to establish the mechanical engineering laboratory, develop the academic curriculum, offer automotive engines as a means for instruction, and give lectures and transfer knowledge by the executives. Furthermore, there was Toyota's technology transfer through the T-TEP or Toyota Technical Education Program to develop automotive personnel. In 1990, Toyota collaborated with the Office of Vocational Education Commission, Ministry of Education, to develop the academic curriculum on "General T-TEP" and "BP-T-TEP". Then, in 2007, Toyota extended its cooperation with the Department of Skill Development, Ministry of Labour to develop the academic curriculum on "BP-T-TEP". At the end of 2010, Toyota has recently developed the academic curriculum on "General T-TEP".

4) Enhancement of quality of life and sustainable growth of community under the implementation of the Toyota Thailand Foundation, which was established in 1992, on the occasion of the 30th anniversary of the company's business in Thailand. The capital investment was initially 30 million baht and then increased to 400 million baht in 2003. The income derived from the capital investment was used for social contribution for more than 18 consecutive years. The foundation's objectives are to support education and elevate the quality of life and environment, as well as promote charity organizations to implement their activities for society, especially in remote rural areas.

Moreover, in 1999 the Ratchamongkol Rice Mill was founded to respond the King's speech. Toyota was granted by the Royal Command of His Majesty the King that Her Royal Highness Princess Maha Chakri Sirindhorn represented His Majesty the King in presiding over the grand opening ceremony. The rice mill is operated under the key objectives to help Thai farmers by purchasing paddies at fair prices, to assist consumers by selling the rice an appropriate price, and to operate as a non-profit oriented business. This is how Toyota adheres to the "sufficiency economy philosophy".

Mr. Tanada added, "Toyota has operated its business in Thailand for a long time, which is over 48 years. This is the second longest business operation outside Japan after the United States. The sustainable development of Toyota from the past until the present is attributed to the great support from Thai customers. They always trust and give opportunities to Toyota to be a part of their ways of life. Toyota would like to express our sincere thankfulness to every customer, and we promise to always affirm its commitment to the development of Thai society by the Toyota Way".

"Besides, in the occasion that Toyota Motor Thailand Co., Ltd. is moving toward another great milestone which is the celebration of 50th Anniversary of its business in Thailand in 2012, Toyota has taken more importance on social contribution and CSR activities. The activity focuses on the participation of employees, business networks, and subsidiaries, as well as of customers, communities, and society, in order to promote the sustainable growth of the Thai society". This is consistent with our new slogan that will be effective from now on as ... "Thai Better Future, Our Pride".



Environment aspect



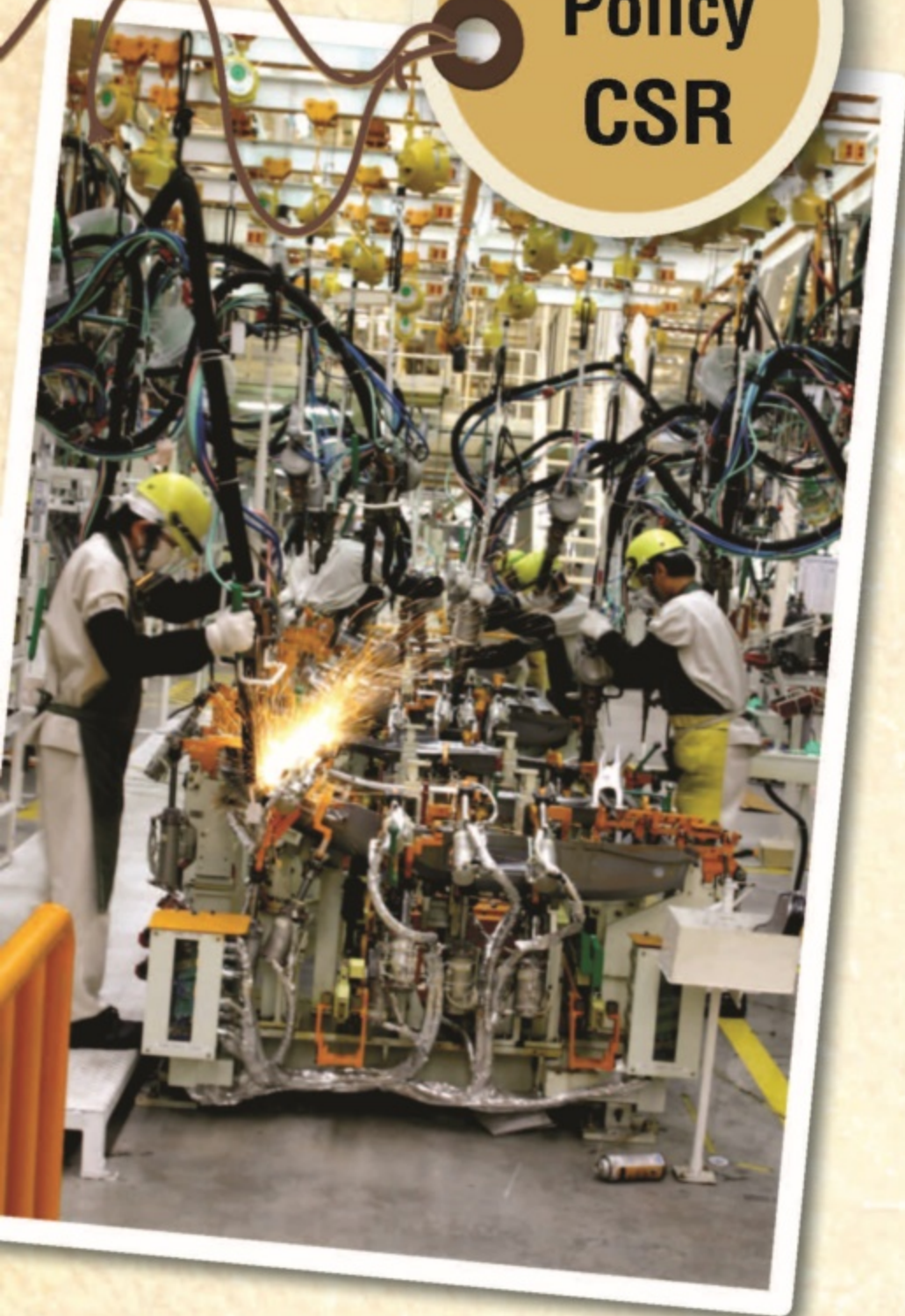
Automotive technology transfer aspect



Enhancing quality of life aspect



Policy CSR



TMT's CSR

Toyota Motor Thailand Co., Ltd. has integrated Corporate Social Responsibility (CSR) across our value chain throughout our network: suppliers, dealers and stakeholders. Our responsibilities for environment, society and customers are integrated in every process from designing, purchasing, manufacturing, logistics, marketing, sales and after-sales service; with the mindset that every member of Toyota value chain is the significant part to succeed in the practice of "Integrated CSR across Value Chain".

TMT's CSR Principles

TMT is committed to make great contribution to Thai society through its Integrated-CSR practices across its value chain in 3 major modules:



• Green Purchasing & Manufacturing

We are committed to sourcing our materials and parts from companies which produce them that practice international safety standards, without any form of forced or child labor, and use fair practice without prejudice, as indicated in our "Toyota Supplier CSR Guidelines". We also carefully select all materials and parts that do not use excessive energy or emit excessive gases that contribute to global warming in their production process. Moreover, we will select recyclable products whenever possible, as indicated in our "Green Purchasing Guidelines".

In terms of manufacturing, in an effort to continually reduce CO₂ emissions, we have adopted ISO 14001 guidelines and intend to use energy more efficiently, as well as expand into the use of alternative and renewable energy sources. In addition, we intend to produce as little waste as possible. We practice waste separation, and encourage recycling and reusing, and avoid buying products that are difficult to degrade.



● **Responsible Management & Marketing**

We are committed to providing a high-standard work environment in terms of safety and health. We will continue to provide fair compensation and welfare packages, as well as training courses for selfdevelopment and career growth to our employees at all levels, and will strictly work against human right violations, workplace harassment, and personal information piracy. We also assure that responsible operations are occurring everyday at every level and at every position within the company.

We will maintain fair and free competition in accordance with National and International laws, and will not engage in bribery with anyone, including government agencies, public authorities, or business partners. We also commit to promote ISO 14001 to our dealers, and transfer appropriate knowledge and technology to them and cooperate with them to service our customers at the best possible level. We further promise to maintain good quality and adequate quantities of spare parts for replacement at all times. We will respond quickly and effectively to defects, complaints, and inquiries, and will recall and recover any failures from our parts in a fashion satisfactory to the customers and the public. We also ensure that all marketing activities are constructive and that they deliver value to customers and society. In addition, we pledge not to engage in any deceptive, over-claimed or fraudulent practices in our sales and marketing process, and will not use texts or images that perpetuate stereotyping of race, religion, gender or sexual orientation in our communication.



● **Contribution to Society & Community**

We uphold our responsibility to our stakeholders, as well as to the community in which we operate, as the highest priority. We also commit to improving a better standard of living in the surrounding areas of our factory sites. Not only will we help preserve the community environment and value, we vow to help improve them. Finally, we promise always to conduct our business as a good-corporate-citizen. In addition, we pledge a percentage of our profits to social contribution



projects so that we can consistently and continually be part of the driving force for Thai society development.

Integrated-CSR practices across the value chain are what we believe and what we do in everyday operations. Furthermore, we invite every company to do the same in their own way.

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Society Performance Indicator

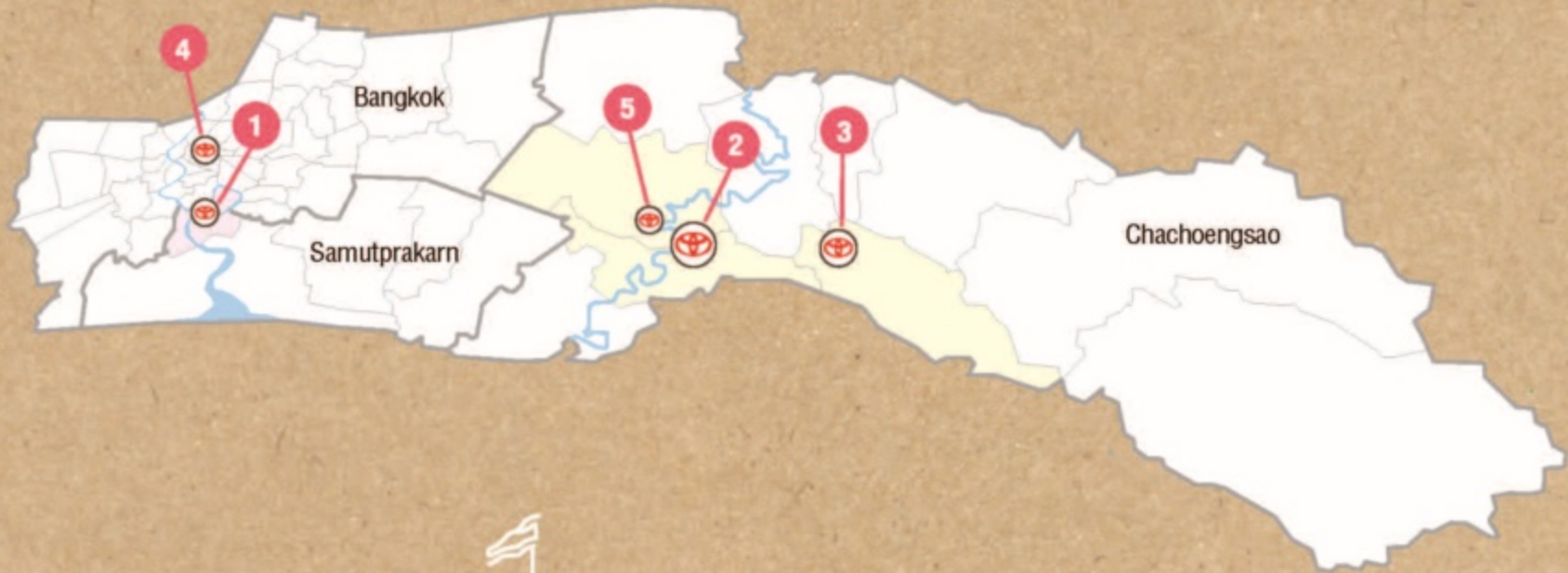
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Company Outline



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