THE MARKET

Lead the Way: It’s the Toyota payoff line and also what the brand lives up to with its eighteen product offerings at the right price, the right quality and at the right time. With a turnover in its last financial year of R30 billion, millions of people around the world also see Toyota leading the way.

Among its wide and popular range of passenger and commercial vehicles, the Toyota trump card is the Corolla, which enjoys the status of being the best selling car worldwide.

The Toyota Corolla is currently produced in 16 Countries across five continents and sold in 140 markets around the globe. 2007 saw the arrival of the 10th generation Corolla, with improved driving dynamics, sleek and youthful styling, and added comfort, luxury and refinement.

Since its launch, the Corolla has sold around 32 million units, testament not only to its driveability and comfort, but to the trust people have in the brand.

The Corolla is the epitome of the Kaizen philosophy, which is about striving for continuous improvement. The first generation Corolla was introduced in 1966 and was seen as “a car for everyone”. The second generation arrived in 1970 with even greater functionality and enhanced performance for a market that now demanded high speed.

1974 brought generation three, which emerged as a world class vehicle and the ultimate family car. It was also the first Corolla to be introduced and sold in SA. The fourth generation was introduced in 1979 which focused more on the beauty of the vehicle and enhanced aerodynamics of the car.

The fifth generation saw the first front wheel drive Corolla with enhanced interior space, and 1987’s sixth generation was the Corolla beyond all others with high level performance and style. Generation seven arrived in 1993 with more impressive value for the passionate driver.

The 2002 eighth generation Corolla provided economically efficient family cars and a greater focus on the environment and safety. Generation nine was launched aiming to achieve global standards and a new creation of value.

2007 brought generation 10, more refined than ever before. When designing this Corolla, Chief Engineer Soichiro Okudaira says Toyota needed to create a car that continued to offer the DNA of Corolla, but to incorporate something new. This Corolla closes the gap between its C-segment class and the higher D-segment, creating a new class in its category across the board.

It is based on the “five metre” design philosophy: Within the first five metres and five minutes that you see it, touch it, feel it and drive it, you can identify the difference in quality and comfort.

ACHIEVEMENTS

In a 2004 world first, Toyota introduced the Prius Hybrid, currently the only hybrid vehicle in South Africa. Results have so far been more than impressive. The Toyota Prius has achieved:

- North American Car of the Year award
- Best engineered vehicle in 2004
- 2004 European Car of the Year award
- Gold award for design excellence

In 2005, Toyota manufactured a national record 125,312 vehicles and exported a record 20,661 vehicles to Europe for the first time. Toyota once again was judged the Best Brand among car companies in South Africa and the only car brand among the Top 10 Brands in the country, placing seventh.

Mail and Guardian awarded Toyota its Greening the Future Award and it was voted the best brand among fleet owners in a survey by Autonews. Toyota was the only manufacturer to receive a Platinum Award for product quality in the Synovate survey, collecting 11 gold and three silver awards in total. It was also the only manufacturer to scoop gold awards in all four categories of Synovate’s Customer Satisfaction awards.

Toyota then went on to win the KwaZulu-Natal Umyezane Award for Black Economic Empowerment in the Youth and Skills Development Category. Later, all Toyota dealers visited Toyota in Japan as a reward for being market leaders in South Africa for 25 consecutive years.

2006 was another winning year. In terms of sales, Toyota has been the market leader for 27 years, with record 2006 sales of 150,000 units, with the Corolla being the most popular vehicle, making record sales every month.

Toyota is currently the market leader in passenger and commercial vehicle sales, with Corolla the top selling passenger vehicle and Yaris the top imported passenger vehicle.

Hilux is the top commercial vehicle, and was the market leader in 2006 with 2,361 sales. Quantum is the top imported commercial vehicle, and Dyna is the top medium commercial vehicle.

Toyota was the leading exporter in January 2006, with 2,948 vehicles shipped in one month.

Other awards received in 2006 include:

- PMR Diamond Arrow Award and a Bronze Award
- The eThekweni Mayoral Award for Excellence in Big Business
- Gold Award in the SA Vehicle Rental and Leasing Associations 2006 Award (SAVRALA)
- Six Initial Quality model awards in the J D Power and Associates 2006 South African Initial Quality Study
- Focus on Excellence Awards: Best Light Commercial Vehicle
- Focus on Excellence Awards: Best Medium Commercial Vehicle
- Focus on Excellence Awards: Environmental Excellence
- Nine Synovate Gold Awards for Vehicle Quality

Toyota's Corolla range was the top seller for the launch month September 2007 - the first full sales month of the new Corolla sedan and Auris hatch models. Sales of the Corolla range totalled 3,242 units as reported by NAAMSA and contributed to 21.6 percent share of the total market for Toyota for the month.

2007 saw Toyota receive the following accolades at the Sunday Times best Brands awards:

- Fifth favourite brand in South Africa
Toyota Corolla has a special place in the history of Toyota motor sport, with Toyota’s first World Championship win at 1973’s Press-On-Regardless Rally in the USA. It has been the vehicle of choice for Toyota’s motor sport activities in South Africa, with huge success in rallying and circuit racing.

**HISTORY**

Sakichi Toyoda’s dream was to be an inventor. He sold his carpentry business to raise capital to explore his dream, but sadly never saw it materialise. His son Kiichiro Toyoda took on the task of turning his father’s dream into a reality and produced Japan’s first automobile, the A1.

Founded in 1937, Toyota’s history in Japan spans 70 years. It became a global company in 1957, building its reputation on quality, durability, reliability, low running costs and high resale values.

Toyota was introduced to the South African market by Dr. Albert Wessels, who visited Japan in 1960 and returned with ten rugged “bakkies”. In 1962 Toyota enjoyed a three percent market share, selling 344 units. In just two years, that jumped to a 12.9 percent, with 4,507 units sold. Toyota SA was owned and managed by the Wessels family until 2002, when Toyota Motor Corporation in Japan bought a 75 percent share in Toyota South Africa.

A plant was built in Japan 1966 for the sole production of the Corolla. The Takaoka Plant remains the main Corolla production factory, producing over 600,000 cars per annum.

A month after the first Corolla was launched in November 1966, 15 were exported to Australia. One year later, exports totalled 15,425 units. In 1968 the Corolla went on sale in the USA and was introduced to South Africa in 1975. It captured the imagination of local buyers with its unique combination of performance and space efficiency. In 1982 Corolla became South Africa’s top selling car, and has continued to hold a special place in the hearts of local drivers.

**THE PRODUCT**

Toyota’s product range comprises:

- Passenger cars:
  - Yaris (Hatch and sedan)
  - Auris
  - Corolla
  - Avensis
  - Prius
- Multi-purpose vehicles (MPVs) & Sports Utility Vehicles (SUVs)
  - Avanza
  - Corolla Verso
  - Fortuner
  - Prado
  - Land Cruiser 70,
  - Land Cruiser 100
- Pick-ups
  - Hilux (Single cab and Double cab)
  - Land Cruiser 70

Minibuses include the Hi-Ace and the Quantum. The product range also includes a truck division, Hino Trucks and Toyota Dyna. In 2002, Toyota SA Trucks was awarded Hino Motors’ prestigious Hino Quality Service (HQS) Award.

**RECENT DEVELOPMENTS**

Toyota SA has launched six new models in the past two years: Yaris, Fortuner, Avensis, Avanza, Auris and Corolla, of which 80 percent have the Euro NCAP5 Star safety rating and most comply with Euro 4 efficiency and emission standards.

Worldwide sales for the Prius have doubled from 2006, with cumulative sales at over one million.

**PROMOTIONS**

Family Picnics were held to celebrate the arrival of the 10th Generation Corolla in Cape Town, Durban and Johannesburg. Toyota dealers were allowed to bring their customers and the public was also invited to join in the celebrations, with adverts running on radio.

The event was designed in a garden to incorporate the 5 Metre/Minute concept. Guests registered and booked test drives. They were then led through a course with predetermined stopping points, where the entertainment related to the features of the vehicle.

Toyota uses a mix of print, television, outdoor, radio and online advertising and is a brand with an exceptionally high recognition factor in South Africa.

**BRAND VALUES**

Quality, reliability and durability form the core of every Toyota product. As an organisation, Toyota promotes:

- Open, honest communication
- Customer satisfaction
- Social responsiveness
- Quality in everything it does
- Respect for people and property
- Recognition and reward for effort
- Fair and equal opportunities

**THINGS YOU DIDN’T KNOW ABOUT TOYOTA**

- Corolla is Latin for “crown of flowers”
- In 1983 the Corolla broke all existing records in South Africa for endurance and distance for standard cars
- Lexus was introduced as the premium brand in the Toyota range, and stands for Luxury Export into the US market
- The 1964 Olympic Games in Tokyo saw Japan making a huge investment in infrastructure including roads and highways. As a result, car travel became more accessible and Toyota grasped the opportunity to develop a medium sized sedan that could travel on a stretch of highway without stopping for fuel. The second generation Corolla was born.
- Toyota is an ISO 14001 Company