



LARGER THAN
LIFE
A CELEBRATION OF GREATNESS



Kiichiro Toyoda

(1894 - 1952)



12th April, 2008

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INTRODUCTION

Kiichiro Toyoda was a **Japanese industrialist and the son of Toyoda Loom Works founder Sakichi Toyoda**. He made the decision for Toyoda Loom Works to branch into automobiles, considered a risky business at the time. Shortly before Sakichi Toyoda died, he encouraged his son to follow his dream and pursue automobile manufacturing - **Kiichiro created what eventually became Toyota Motor Corporation.**

ABOUT TOYOTA MOTOR CORPORATION

Toyota Motor Corporation or **Toyota**, is a Japanese multinational corporation and the **world's largest automaker by revenue production, sales and profit**. Toyota together with its half owned subsidiary Daihatsu, is the world's largest seller of cars for the first half of 2007 selling 4.72 million vehicles.

CHRONOLOGY OF TOYOTA AND KIICHIRO

1894: Kiichiro Toyoda was born.

1929: Kiichiro Toyoda traveled to Europe and the United States to investigate automobiles.

1930-1941: Kiichiro Toyoda set up a car manufacturing business in 1934. Toyota's logo was established in 1936. Kiichiro **changed the company name to Toyota** in 1936 - a name which in Japanese conveys suggestions of speed and prosperity. The **company was founded in 1937 by Kiichiro Toyoda** as a spinoff from his father's company Toyota Industries to create automobiles. Toyota Machine Works Co., Ltd. was established in 1941.

1950: Kiichiro resigned as president of the company in 1950. Toyota Motor Sales Co., Ltd. was established. Minsei Spinning Co., Ltd. (currently Toyoda Boshoku Corporation) was established.

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1952: Kiichiro Toyota died. The production of SG small truck was started.

1953: Towa Real Estate Co., Ltd. was established. And corporate **slogan 'Good Thinking, Good Products' was established.**

1957: Kiichiro's cousin and confidante Eiji Toyoda became head of Toyota Motor Corporation, overseeing its successful expansion worldwide and **the launch of Japan's most prominent luxury vehicle brand, Lexus.**

1960-1967: Toyota Central Research & Development Laboratories, Inc was established. In 1967, Toyota entered into **business tie-up with Daihatsu Motor Co., Ltd.**

1969-1970: The **cumulative exports reached 1 million units** and annual domestic sales reached 1 million units. First Japan Quality Control Medal was awarded.

1982: Toyota Motor Co., Ltd. and Toyota Motor Sales Co., Ltd. merged into Toyota Motor Corporation. In 1992, Guiding Principles at Toyota were announced. Toyota Motor Manufacturing (U.K.), Ltd. started production.

1999: Toyota Corporation was listed on the New York and London Stock Exchanges. Toyota Kirloskar Motor, Ltd. started operations.

2002: Toyota entered Formula One (F1) competition. North American production achieved 10 million units cumulative production. Worldwide Prius sales achieved 100,000 units.

2006: Toyota **announced Rush, GS450, LS460, Collora, Axio, Auris, and Blade.** Worldwide Prius sales achieved 500,000 units.

The Toyota Precepts

- **Be contributive to the development and welfare of the country** by working together, regardless of position, in faithfully fulfilling your duties.
- Be at the vanguard of the times through **endless creativity, inquisitiveness and pursuit of improvement.**
- **Be practical** and avoid frivolity.
- **Be kind and generous;** strive to create a warm, homelike atmosphere.
- **Be reverent,** and show gratitude for things great and small in thought and deed.

Quiz

1. Who was Kiichiro Toyoda's father?
2. In which year did Toyota enter Formula One (F1) competition?
3. In which year was Toyota Machine Works Co., Ltd. Established?

Send your answers with your name and department to one2one@clarislifesciences.com

First 3 correct answers will get Clarista coupon worth RS. 50.

Last Quiz Winners

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