

## Corporate Philosophy

### Seeking Harmony between People, Society and the Global Environment, and Sustainable Development of Society through Manufacturing

Since its foundation, Toyota has continuously strived to contribute to the sustainable development of society through the manufacturing and provision of innovative and quality products and services that lead the times. The foundations of these endeavors are the Toyota Guiding Principles and an explanation paper entitled “CSR POLICY: Contribution towards Sustainable Development” that interprets the Toyota Guiding Principles. The CSR Policy has been compiled based on the Toyota Guiding Principles and takes into consideration Toyota’s relations with stakeholders. By having all employees embrace this policy and act accordingly, Toyota aims to remain a company that is admired and trusted by society.

#### Five Main Principles of Toyoda

The spirit of the Toyoda Precepts has been passed down since Toyota’s Foundation.

The Toyoda Precepts represent the essential philosophy of the founder of the Toyota Group, Sakichi Toyoda, and are a source of spiritual support for Toyota employees. The spirit of the Toyoda Precepts is carried on in the Toyota Guiding Principles.

- Always be faithful to your duties, thereby contributing to the company and to the overall good.
- Always be studious and creative, striving to stay ahead of the times.
- Always be practical and avoid frivolousness.
- Always strive to build a homelike atmosphere at work that is warm and friendly.
- Always have respect for spiritual matters, and remember to be grateful at all times.

#### Toyota Guiding Principles

The Toyota Guiding Principles (adopted in 1992 and revised in 1997) reflect the kind of company that Toyota seeks to be in light of the unique management philosophy, values, and methods that it has embraced since its foundation. Toyota, along with its consolidated subsidiaries, seeks to contribute to the continuous development of human society and of the planet through its businesses based on understanding and sharing the Toyota Guiding Principles.

1. Honor the language and spirit of the law of every nation and undertake open and fair business activities to be a 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 their respective communities.
3. Dedicate our business to providing clean and safe products and to enhancing the quality of life everywhere through all of 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 enhances both individual creativity and the value of teamwork, while honoring mutual trust and respect between labor and management.
6. Pursue growth through harmony with the global community via innovative management.
7. Work with business partners in research and manufacture to achieve stable, long-term growth and mutual benefits, while keeping ourselves open to new partnerships.

#### CSR POLICY: Contribution Towards Sustainable Development

We have compiled our Corporate Social Responsibility Policy: Contribution towards Sustainable Development, which interprets and explains the Toyota Guiding Principles by taking into consideration the relationship we have with our stakeholders. Our consolidated subsidiaries share this policy and act accordingly. Toyota’s business partners are also expected to support this policy and act in accordance with it.

Toyota also participated in the formulation of and observes the standards outlined in the Charter of Corporate behavior of the Nippon Keidanren (Japan Business Federation), an alliance of Japanese leading corporations.

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