

Support for Recovery from the Great East Japan Earthquake

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Since the Great East Japan Earthquake struck on March 11, Toyota has been engaged in a variety of recovery efforts. The Toyota Group, including our affiliates and dealers, will continue to do all we can to assist in the recovery.

Provision of funds

Toyota has pledged ¥300 million to charities, including the Central Community Chest of Japan and Japan Platform. In addition, a donation from our executives and employees of approximately ¥55 million was made to the Japanese Red Cross.

Children are the “strength for the future” that will drive the recovery of the Tohoku region, so Toyota will donate ¥100 million each to the educational-assistance funds for children orphaned by the disaster established by the Iwate and Miyagi prefectural governments, as well to that planned for establishment by Fukushima Prefecture (for a total of ¥300 million). In addition, Toyota will donate to funds that develop activities for support to the stricken areas through the arts and culture, and we will also sponsor events such as charity concerts in support of recovery efforts.

Provision of supplies

So far, Toyota has sent 87 11-ton trucks to the region containing such items as foodstuffs, drinking water, daily necessities, medical supplies and equipment for recovery work. (Some of these trucks contained items for the recovery efforts collected from Toyota dealers across the country.) Also, in addition to supplying fuel such as kerosene, seven tanker trucks have been sent to provide water to the stricken areas.

Provision of vehicles

Toyota is providing approximately 260 vehicles for use in the four stricken prefectures of Iwate, Miyagi, Fukushima and Ibaraki.

Provision of dorm rooms and Toyota company housing

Through Aichi Prefecture authorities, Toyota is providing 160 apartments in Toyota company housing and 320 dorm rooms in Aichi Prefecture to evacuees needing shelter.

Provision of support for agriculture

In close cooperation with Nippon Keidanren's relief efforts, Toyota is engaged in the following activities to help support those involved in agriculture and food production in the Tohoku and Kanto regions directly affected by the disaster or by rumors concerning fallout from the Fukushima nuclear reactor.

- At Toyota's headquarters, Nagoya and Tokyo offices: Serving meals in the employee dining halls made with produce from Tohoku and Kanto, and selling produce and goods from the regions at shops for employees.
- At Toyota's Tokyo office lobby: Hosting markets selling produce and processed items from Tohoku and Kanto.
- At Toyota's headquarters, Nagoya and Tokyo offices: Selling processed food items from Tohoku and Kanto in our company stores.

Provision of personnel

Toyota dispatched about 60 employees to the affected areas in the immediate aftermath of the earthquake, where they mainly focused on distributing emergency provisions and also worked to support the recovery of companies affiliated with the Toyota Group. We have continued to send volunteers from 15 Toyota Group and affiliated companies, and currently have about 140 employees engaged in relief efforts.

