

# Toyota Global Vision

The “Toyota Global Vision” announced in March 2011, is an articulation of what kind of company we want to be — what kind of company we ought to be. It clarifies our value, “we want Toyota to be a company that customers choose and brings a smile to every customer who chooses it.” The ‘Toyota Global Vision’ is a distillation of our resolve at Toyota for the future.

## Rewarded with a smile

by exceeding your expectations

**Toyota will lead the way to the future of mobility,  
enriching lives around the world  
with the safest and most responsible ways  
of moving people.**

**Through our commitment to quality,  
constant innovation and respect for the planet,  
we aim to exceed expectations  
and be rewarded with a smile.**

**We will meet challenging goals by engaging  
the talent and passion of people,  
who believe there is always a better way.**

## Backdrop and Progress

In the backdrop of this vision, there is our fall into the red after the Lehman Brothers collapse, as well as our reflection over a series of quality problems.

To unite all Toyota together to advance our efforts for the recovery of business performance, we came to realize the necessity of having a dream or a path that we should take that all people who work for Toyota could have in common, one that would define what kind of company we want to be — what kind of company we should be.

We also keenly felt the importance of making what kind of company we are and what kind of values we hold known to all our customers. Based on our ideal for Toyota, the members of our team gathered to discuss and finalize the vision. This is a distillation of our resolve at Toyota.

## Toyota Visionary Management

The image of a tree has been chosen to symbolize the Toyota Global vision — its “roots to fruits”. The roots of the tree are the shared values that have steered Toyota from the beginning and that have underlain our *monozukuri*. They are values expressed in the Toyoda Precepts, in the Guiding Principles at Toyota, and in the Toyota Way, which are the basis of our business.

The “fruit” that Toyota provides for customers is creating “always better cars” and enriching lives in communities.

Through the efforts, we aim to become an admired and trusted company in the various regions where we conduct businesses.

The “trunk” of the tree, the underlying support for Toyota’s creating of products that earn smiles from our customers, is the stable base of business.

Toyota’s business activities are based on the concept, ensure sustainable growth by fostering the virtuous circle, [Always better cars](#) → [Enriching lives of communities](#) → [Stable base of business](#).

