

Toyota Announces Plan to Merge Tokyo Sales Companies to Establish a New Company

Toyota announced plans to merge TOYOTA Tokyo Sales Holdings, Tokyo Toyota Motor, Tokyo Toyopet Motor Sales, Toyota Tokyo Corolla, and Netz Toyota Tokyo—on April 1, 2019, establishing a new company.

Toyota will examine how to develop a structure, fostered through the integration process, to promote Tokyo ReBORN, which aims to address issues unique to the Tokyo area, ahead of the Olympic and Paralympic Games Tokyo 2020.

Toyota Accelerates Enhancing Competitiveness of Toyota Group for “Once-in-a-Century Period of Profound Transformation”

Toyota has reached agreements with Denso and Toyota Tsusho under the “home and away” concept. These agreements set out, respectively, the integration of Toyota’s core electronic component operations at Denso, and the possible transfer of Toyota’s sales and marketing operations in the African market to Toyota Tsusho.

To survive in this era of profound transformation, Toyota is accelerating its efforts to enhance the competitiveness of the overall Toyota Group by further strengthening coordination within the Group.



Historic First Victory at Le Mans

TOYOTA GAZOO Racing took the checkered flag in the #8 TS050 HYBRID at the 86th Le Mans 24 Hours endurance race. Second place went to the #7 TS050 HYBRID. It was a perfect race, with the two cars never relinquishing their hold on the top two positions from the pole position—complete domination of the Le Mans 24 Hours endurance race.

This victory also marked the first time in Le Mans history that a Japanese driver won in a Japanese car.



Toyota Extends Collaboration with Uber to Automated Vehicle Technologies - Invests \$500 Million in Uber -

Toyota will introduce vehicles into Uber’s ride-sharing network that are specifically made for ride-sharing operations and that feature both Toyota Guardian automated safety support system and Uber’s Autonomous Driving System. The goal is to promote the expansion of ride-sharing services using automated driving technologies. In addition, Toyota invests \$500 million in Uber.



Toyota Advances Mobility as a Service (MaaS) Strategy with Strategic Investment and Collaboration with Grab - Invest \$1 Billion in Grab -

Toyota has executed an agreement with Grab, the leading ride-hailing company in Southeast Asia, to strengthen their existing partnership in area of MaaS, and has decided to invest \$1 billion in Grab to further enhance its relationship.

Toyota, and Grab will look for future collaborations aimed at achieving more-efficient ride-hailing businesses and will start considering developing future mobility services and MaaS vehicles in Southeast Asia.

Toyota Begins to Make “Connected Vehicles” its New Standard

The redesigned Crown and all-new Corolla Sport come standard with an on-board Data Communication Module (DCM), and Toyota can provide various connected services* through its proprietary Mobility Service Platform (MSPF), an information infrastructure developed by the Company for connected cars. Going forward, Toyota aims to equip almost all of its new passenger vehicles in its domestic market with DCM, and will direct concerted effort into providing safety services using vehicle data uploaded to the MSPF and into building bases of operation for the required manufacturer and dealership services.

*Example: A virtual agent, i.e., artificial intelligence (AI), can recognize a driver or passenger’s natural speech and respond to requests, such as setting a destination for the navigation system. The virtual agent is also designed to understand complicated requests, such as “Please search for Soba restaurant around here, preferably one with a parking lot.”



Toyota Founder Kiichiro Toyoda was Inducted into U.S. Automotive Hall of Fame

Toyota founder Kiichiro Toyoda was inducted into the 2018 class of the Automotive Hall of Fame in the United States, and was cited for his extraordinary vision and entrepreneurial spirit at the time Toyota was established.



On this occasion, Toyota President Akio Toyoda commented, “Kiichiro boldly changed Toyota’s business model from automatic looms to automobiles without being constrained by previous successes. As his induction came at a time when our industry is facing profound changes, I believe his induction message today would be encouragement from Kiichiro to work hard for the future mobility society, even if success is not immediate.”

Toyota and SoftBank Establish Joint Venture for New Mobility Services

SoftBank and Toyota will establish a new company, MONET Technologies Corporation (“MONET”), and plan to launch joint operations before the end of the 2018 fiscal year. The objective of MONET is to realize a safer and more comfortable mobility society by combining SoftBank’s corporate philosophy, “Information Revolution—Happiness for everyone,” with Toyota’s vision of “Mobility for All.”

*The name MONET combines the first letters of the words “mobility network” and was chosen to embody the desire of both companies to build a mobility network that provides safer and more comfortable mobilities to everyone.

