

Creating Attractive Workplaces

Fundamental Approach In order to strengthen its human resource base for sustainable growth, Toyota has a working environment in which employees can work with confidence and feel safe. Toyota strives to foster employees' pride and loyalty to the company by encouraging a culture of teamwork through communication.

WE LOVE TOYOTA Activity (Japan)

In order to deepen loyalty to the company, We Love Toyota has been carried out since FY2010.

As a part of these activities, WE LOVE TOYOTA seminars were held in June and September 2017.

Approximately 400 employees attended, including executives. Teamwork was deepened by forming teams consisting of members who met for the first time and shared the joy of driving in Prius Cup (a race in which participants compete on fuel efficiency after driving a predetermined distance within a specified time) and other games.

Employees on 567 teams, including 12 from overseas affiliates, competed in the 71st Toyota Relay Race (*HURE! hure! Ekiden*) held in December 2017. Runners and members cheering strengthened the bond between the participants and staff. More than 34,000 people participated and their cheering enhanced the unity within Toyota.



Ekiden



WE LOVE TOYOTA Seminar held in June 2017

Promoting Various Sports, from Company Teams to Classes for Children

Toyota is working to help create affluent communities by promoting various sports. Since our founding in 1937, Toyota has focused particularly on company sports. The players' challenge, teamwork and never giving up, embodies the spirit of Toyota. Coworkers playing hard increase employee motivation and

provide excitement in the workplace. There are currently 35 sports clubs. Members work and train hard and as a result, have achieved high rankings at competitions.

In addition, Toyota carried out more than 200 programs in 2017, including sending Toyota athletes to lead "Dream Classes" at elementary schools in Toyota City, and providing support for sports classes offered by dealers and sports events held by local communities.



Rugby team



Baseball team

Activities to Express Gratitude to Local Communities

Toyota is fully aware of the support it receives from local communities, including business partners such as dealers and suppliers. To show gratitude for their support, we are carrying out "repayment of the kindness" activity. Employees participate in four areas—business manner, traffic safety, volunteering, and sports. Employees report their activities as gratitude points and we give donations accordingly (employee participation rate: more than 90.7 percent; donation: about 25 million yen in FY2018).