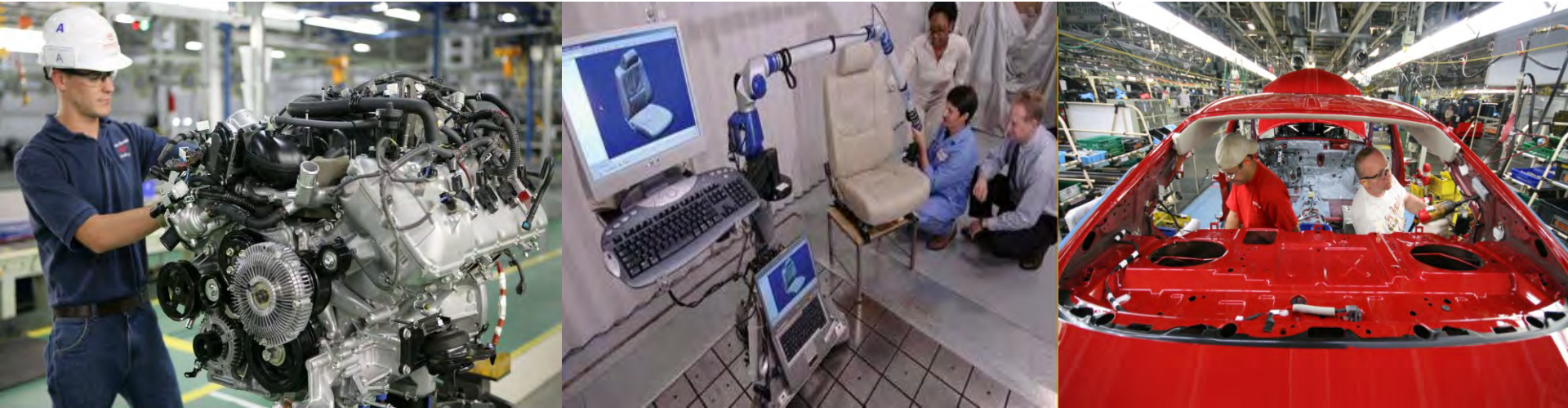


TOYOTA



Barbara McDaniel, Manager

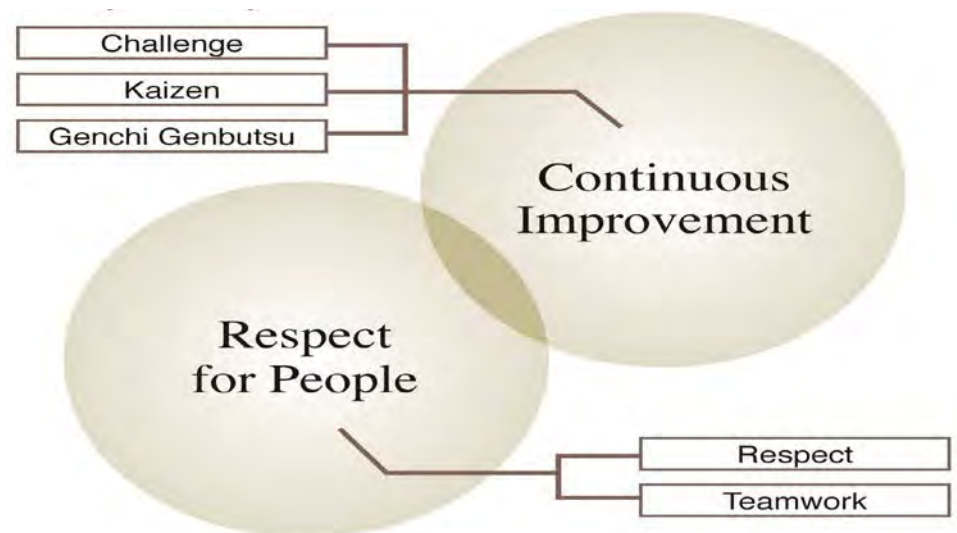
Toyota Motor Engineering & Mfg. North America, Inc.

Southern Automotive Conference

October 3, 2013


Corporate Social Responsibility

- Community Involvement
- Philanthropy
- Sharing Toyota's Expertise
- Diversity



Corporate Social Responsibility

➤ *Community Involvement*

- Volunteerism
- All mgmt. serves on at least one board
- Recognition of team member volunteerism
  ***Community Stars Program***
- 100,000 volunteer hours last year

Corporate Social Responsibility

➤ *Community Involvement*



***National Public Lands Day
(Mississippi)***



***Tornado clean-up
(Alabama)***



***Back-to-school
immunization drive
(Texas)***

Corporate Social Responsibility

➤ *Philanthropy*

- \$700 million to NPOs
- **100 Cars For Good** program
 - ➔ *Toyota initiative that engages the public to determine how its philanthropic donations will be awarded*
- \$50 million to schools within three N.E. Mississippi counties



Corporate Social Responsibility

➤ *Sharing Toyota's Expertise*



Toyota Production System Support Center
(TSSC)

Mission:

To help American businesses and NPOs learn more about The Toyota Production System to optimize the way they work

Corporate Social Responsibility



Diversity

- Toyota maintains the #1 share of the market with Hispanic, African-American and Asian consumers
- Workforce, philanthropy and business relations should reflect customer base



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Q&A