

Social Activities

Striving to contribute to society based on a policy of social commitment, with an emphasis on traffic safety, social welfare activities, and environmental conservation

— Guiding Principles for Corporate Citizenship — Basic Philosophy

Toyota Industries is respectful of the people, culture, and traditions of each region and country in which it operates. It also works to promote economic growth and prosperity in those countries.

Basic Perspective

While aiming toward corporate development and longevity, Toyota Industries strives to fulfill its role as a good corporate citizen so that the regions which provide a foundation for its corporate activities and its employees' lifestyles become more prosperous and pleasant. To accomplish this, Toyota Industries actively promotes cooperative support activities with the objective of contributing to society through the provision of HR, facilities, and funds. Toyota Industries' employees, through activities such as volunteering, also endeavor to be of service to society.

Traffic Safety

As an automotive-related manufacturer, Toyota Industries strives to promote traffic safety in the community. Its Central Traffic Safety Committee is responsible for promoting traffic safety activities throughout the company and is also involved in promoting the practice of traffic safety both in the local community and among company employees.

■ Promoting Traffic Safety in the Community

Japan's Ministry of Land, Infrastructure and Transport conducts a nationwide traffic safety campaign four times a year. During the campaign, the Toyota Group jointly conducts a Yellow Stop Campaign aimed at



Toyota Industries Employees Encourage Drivers to Stop for Yellow Lights

encouraging drivers to stop when a traffic light turns yellow. As part of this campaign, Toyota Industries employees station themselves at intersections near the company's plants and encourage passing drivers to exercise greater caution. Toyota Industries also participates in government-sponsored traffic safety events and encourages its employees to use extra caution as part of its Zero Traffic Accident Day campaign, which is held on a designated day each month.

■ Traffic Safety Fair Program

Toyota Industries is a sponsor of the Traffic Safety Fair program organized by the Traffic Safety Association of Aichi Prefecture. In 2003, Traffic Safety Fairs were held during the month of March in order to help the public gain a better understanding of traffic safety. As part of the event, Toyota Industries displayed its proprietary Parking Assist System, which is a sound-emitting guidance system that was developed to help drivers safely park their cars.



Traffic Safety Fair 2003

■ Traffic Safety Awareness Among Employees

Traffic safety workshops are regularly conducted by the company as a means of encouraging greater awareness of traffic safety among employees. The company also utilizes a simulator machine to improve the traffic safety skills of its employees. Every month, Toyota Industries publishes a company-wide report detailing traffic accidents involving its employees, which serves as a cautionary reminder for all its employees to drive safely.



Motorcycle Skills Workshop

Social Welfare Activities

Employees of Toyota Industries volunteer their time to help the elderly and persons with disabilities. The company is also actively involved in sponsoring events for the welfare of the community.

■ Volunteer Support Network

Toyota Industries has established the Heartful Club, an in-house support network that promotes volunteer involvement by company employees. The network currently has approximately 340 registered volunteer members and uses the Toyota Industries intranet to distribute information about volunteering opportunities. Through the work of the Heartful Club, many of the company's employees are participating in a wide range of volunteer opportunities including helping to run social welfare events and charity concerts and contributing to environmental conservation activities.

Toyota Industries has also established the Toyota Group “Disaster V (Volunteer) Net” in order to provide assistance to victims and areas stricken by a natural disaster, such as a major earthquake, in the Tokai region. The organization has 91 members and conducts workshops so that its members can swiftly and appropriately respond to a natural disaster.



Call for Volunteers

■ Special Olympics Nippon, Nagoya Branch

Toyota Industries is a sponsor of Special Olympics programs in Aichi Prefecture. These programs are aimed at giving individuals with mental disabilities an opportunity to train and compete in an annual Special Olympics competition. In November 2003, the company volunteered its athletics grounds and gym facilities to be used for various competitions. For Special Olympics Day, which drew 350 participants. Thirty employees of Toyota Industries volunteered to help run this event.



Special Olympics Day in Aichi Prefecture

■ Social Welfare Events

In collaboration with the Kariya City Social Welfare Council, Toyota Industries sponsors the Social Welfare Get-Together Festival. During this annual event, Kariya City residents with disabilities are invited to the company's Shines building—a leisure and entertainment facility that was created for the benefit of Toyota Industries' employees—to enjoy everything from food, music, and dancing to games and handicrafts. This year's festival, held in February, was attended by 234 individuals and was run with the help of 125 volunteers from the company. Toyota Industries also sponsors events for children from social welfare facilities, such as field trips to go clam digging, strawberry picking, and potato harvesting.



Social Welfare Get-Together Festival



Clam Digging Field Trip for Children

■ Sumo Field Trip for Orphaned Children

Every year, Toyota Industries invites 250 children, who have been orphaned as a result of traffic accidents, to attend the July Grand Sumo Tournament held in Nagoya. The program is organized by the Chunichi Shimbun Charity Organization.

■ Coexisting with the Community

Toyota Industries participates in community-building activities and is a staunch supporter of youth education and cultural activities.

■ Kariya City's Mando Festival

The Mando Festival, which is held each July in Kariya City, is officially recognized as an intangible cultural asset by Aichi Prefecture. Last year, 80 of the company's employees participated in the festival by helping to repair the giant mando lanterns and joining in the procession of lantern-carrying dancers with other members of the community.



Mando Festival in Kariya City

■ Plant Open House Summer Festivals

During the months of July and August, each of Toyota Industries' plants holds an Open House Summer Festival in order to promote greater interaction with the community and to bring its employees and their families together. Each plant offers a unique mix of traditional Japanese dancing, food stalls, band performances, and other festivities.



Open House Summer Festival at Obu Plant

Relationship with the Community

■ Youth Education Programs

Toyota Industries strongly supports youth education programs in the form of invention and innovation programs for youth residing in Obu City and Kariya City. The annual summer program conducted in Obu City gives children from local elementary schools the opportunity to enjoy the process of creating objects and conducting their own experiments. In FY 2003, the participants built a hovercraft and made their own soda beverages.



Summer Crafts and Experiments Program



Concert by Nagoya Philharmonic Orchestra

Supporting Cultural Activities

■ Classical Music Performances

In September 2003, seven Toyota Group companies headquartered in Kariya City, Aichi Prefecture, sponsored a charity concert by the Nagoya Philharmonic Orchestra. The concert was attended by individuals with disabilities and community organization members. Toyota Industries was also a contributing sponsor of the annual New Year's Concert for 2003 in which the Nagoya Philharmonic Orchestra performed before an audience of 720.

■ Partnership Concert for Expo 2005

Toyota Industries co-sponsored the Expo 2005 Partnership Concert in Yokkaichi City, Mie Prefecture, with the goal of raising awareness for the upcoming 2005 World Exposition in Aichi Prefecture.

■ Sculpture d'Esaka Museum

Toyota Industries operates the Sculpture d'Esaka Museum* through its subsidiary Sun River Co., Ltd. The company gladly lends its support, such as by providing the museum with pieces of sculptural work to display.



Sculpture d'Esaka Museum

Subsidiary Spotlight

Toyota Industrial Equipment Mfg. Receives Bridge of Friendship Award for Outstanding Corporate Citizenship

Toyota Industrial Equipment Mfg., which manufactures forklifts in the United States, received the Bridge of Friendship Award from the Japan-America Society of Indiana in June 2003. The award was given in recognition of over 13 years of activities carried out in close partnership with the community, including the company's sponsorship of local charitable facilities and arts programs in its local community of Columbus, Indiana. The company is fully committed to remaining actively involved in the community.



President Yoshimitsu Ogihara and Senior Vice President Marv Johnson Holding the Bridge of Friendship Award from the Japan-America Society of Indiana

* The Sculpture d'Esaka Museum is one of only a few museums in Japan devoted solely to sculptural works, and features such modern artists as Henry Moore, Rodin, and Maillol. The museum is part of the Amenity Esaka complex, located in Suita, Osaka, and is operated by Toyota Industries subsidiary Sun River Co., Ltd.

Environmental Conservation

Toyota Industries participates in community cleanup events and nature conservation activities through the volunteer efforts of its employees.

■ Adopt-an-Area Program

The Adopt-an-Area Program enlists corporations and members of the community to adopt public areas such as roads, parks, and train station plazas. The program encourages citizens and corporations to care for and keep their communities clean. As sponsors of the program, the Higashichita Plant and Kyowa Plant have adopted public areas, in Handa City and Obu City respectively, in an effort to keep local parks and roads clean.



An Adopted Area

■ Nature Conservation

Toyota Industries regularly contributes donations to the Keidanren Nature Conservation Fund and rallies its employees to volunteer in the protection of natural habitats, such as those of the wild Japanese iris. The company also participates in other nature conservation programs to protect forests and wildlife in local communities.

■ Community Cleanup Events

Toyota Industries is committed to raising the environmental awareness of its employees and encourages volunteer efforts by employees. The company has established a



Cleanup Day at Minamichita Beach

Cleanup Day with the goal of enlisting the aid of 1,000 volunteers company-wide to beautify the areas surrounding its plants. During the annual one-day event last year, 2,200 employees collected three truckloads of garbage amounting to 4.5 tons of waste. The Nagakusa Plant also organized a cleanup event at Minamichita Beach, a popular tourist destination in Aichi Prefecture, with the participation of 200 employees.

■ Kariya Citizens' Conference on the Environment

The local government of Kariya City, where Toyota Industries is based, organized its first Citizens' Conference on the Environment during FY 2003. The event brought together non-profit organizations, non-governmental organizations, local citizens, and corporate leaders, all of whom provided input into the city's Basic Environmental Plan. As an active participant of the conference, Toyota Industries contributed its own input, which will guide the city's environmental strategies and its organization framework for implementing these strategies.

Subsidiary Spotlight

Eco-Planning by Sun River Co., Ltd.

Sun River Co., Ltd., operates the Amenity Esaka complex, a sports, cultural, and dining facility located in Suita, Osaka. Eighteen percent of the complex's grounds, amounting to over 2.3 hectares, have been reserved for greenspace in an effort to provide the community with a relaxing oasis in an urban environment.



Amenity Esaka Complex

Corporate Citizenship by Michigan Automotive Compressor, Inc.

Michigan Automotive Compressor, Inc., which manufactures car air-conditioning compressors in the United States, is involved in promoting environmental education for the



good of the community. The company sponsors organizations such as the Dahlem Environmental Education Center, which organizes nature activities for local children, and the Audubon Adventures environmental education program for children.

Environmental Disclosure

Reaching out to a wider audience through various forms of communication

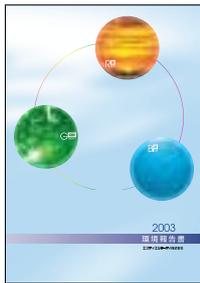
Toyota Industries is actively involved in disclosing information on its environmental activities through various media campaigns, publications, and participation in public and industry events.

■ Social & Environmental Reports and Environmental Website

Toyota Industries has been publishing an environmental report every year since 1999. These reports have evolved into the company's current Social & Environmental Report, which details the company's social and environmental activities and the performance of its subsidiaries and affiliates.



Toyota Industries Environmental Report 2003



ST Liquid Display Corp. Environmental Report 2003



Taikoh Transportation Co., Ltd. Environmental Report 2003

ST Liquid Display Corp. and Taikoh Transportation Co., Ltd., an affiliate and a subsidiary of Toyota Industries, have been publishing their own environmental reports since FY 2002.

Information about Toyota Industries' environmental activities and data can also be obtained at www.toyota-industries.com/environment/index.html.

■ Environmental PR

Toyota Industries uses advertising to share its environmental activities with a wider audience. During FY 2003, the company ran a series of monthly newspaper advertisements detailing its environmentally friendly products and the environmental strategies carried out at its plants.



Newspaper Advertisement (May 2003)

■ 2003 Tokyo Motor Show

Toyota Industries is a regular exhibitor at the annual Tokyo Motor Show. For the 2003 event, which was held from October 24 to November 5, the theme of the company's booth was "Toyota Industries: Reaching Forward and Evolving to Provide Environmental Technologies and Key Devices to Support the Future of Automobiles." The company displayed various environmental technologies, including its electric compressor for the new Toyota Prius and its DC-DC converter technology.



Toyota Industries Booth at 2003 Tokyo Motor Show

Subsidiary Spotlight

Toyota Material Handling USA, Inc.

Toyota Material Handling USA, Inc., which markets and sells forklift trucks in the United States, was an exhibitor at the International Electric Vehicle Symposium. The 2003 event, which was held in California, U.S., featured battery-powered forklifts manufactured by Toyota Industrial Equipment Mfg., Inc. The corporate booth emphasized the low power, environmentally friendly features of the company's products.



Toyota Material Handling USA, Inc., Booth at 2003 Electric Vehicle Symposium

BT Industries Group

The BT Industries Group develops and manufactures warehouse trucks. The company publishes relevant information on its website and produces environmental declarations for many of its trucks. These declarations detail the manufacturing processes, raw materials, energy consumption, and recycling rates of the company's products.



Environmental Declaration