

Aiming for the Realization of a Comfortable Society and Enriched Lifestyles

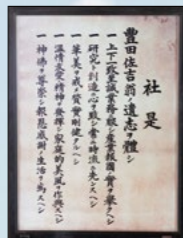
The spirit of founder Sakichi Toyoda has been encapsulated in the Toyoda Precepts, which serve as Toyota Industries' corporate creed. Our Basic Philosophy carries on that spirit and is stipulated as basic management policies.

Based on this Basic Philosophy, we constantly strive for the sustainable growth of our businesses by contributing to the realization of a comfortable society and enriched lifestyles. While fulfilling our social responsibilities through business activities, we are making proactive efforts to serve as a good corporate citizen in non-business areas as well.

Toyoda Precepts

Carrying out the spirit of founder Sakichi Toyoda,

- Always be faithful to your duties, thereby contributing to the Company and to the overall good.
- Always be studious and creative, striving to stay ahead of the times.
- Always be practical and avoid frivolousness.
- Always strive to build a homelike atmosphere at work that is warm and friendly.
- Always have respect for God, and remember to be grateful at all times.



Basic Philosophy

[Respect for the Law]

Toyota Industries is determined to comply with the letter and spirit of the law, in Japan and overseas, and to be fair and transparent in all its dealings.

[Respect for Others]

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 regions and countries.

[Respect for the Natural Environment]

Through its corporate activities, Toyota Industries works to contribute to regional living conditions and social prosperity and also strives to offer products and services that are clean, safe, and of high quality.

[Respect for Customers]

Toyota Industries conducts intensive product research and forward-looking development activities to create new value for its customers.

[Respect for Employees]

Toyota Industries nurtures the inventiveness and other abilities of its employees. It seeks to create a climate of cooperation, so that employees and the Company can realize their full potential.

Toyota Industries' CSR Activities

