
TOYOTA
connected

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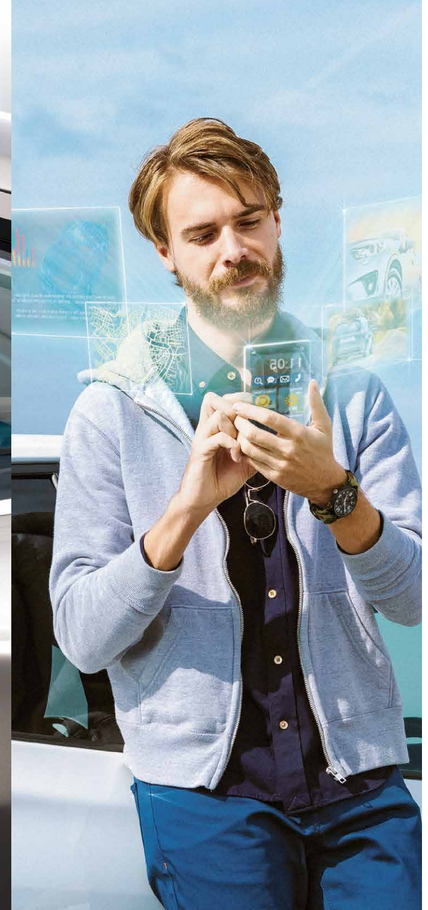
Pursuing the Ultimate Customer Satisfaction

All of us are leaders. All are founders.
Each of us is taking that idea to heart,
seeking and building deeper customer relationships.
We have a dream of a bright, dynamic future,
and an enduring passion to see this dream realized.
From this passion will come creativity and innovation.
We will never stop pursuing the ultimate customer satisfaction.

Add Venture!

Boldly taking one step forward

leads to the adventure that is the future.



Aspiring to create what does not yet exist.

We want to create an exciting, prosperous society
through innovative business.
It is our curiosity, our inquisitiveness,
our creativity, our dynamism
— and, most of all, our passion to "serve the customer" —
that will bring our goals to fruition.

Add Venture!

When that passion reacts with technology

that creates bonds between people, vehicles, and society,

the result transcends industry divisions,

national borders, and preconceived ideas.

How far can we take this pursuit?

How much are we willing to struggle?

How much can we get others involved?

Let's take the first step.

The map to the next adventure

will be drawn by summoning

the venture spirit

that lives within each of us.

Add Venture!

Humans and mobility evolved together.

And now, the evolution of Mobility is creating a new society.

CONNECTED

With IoT,
these connections between people, society and mobility will continue to expand without limit.

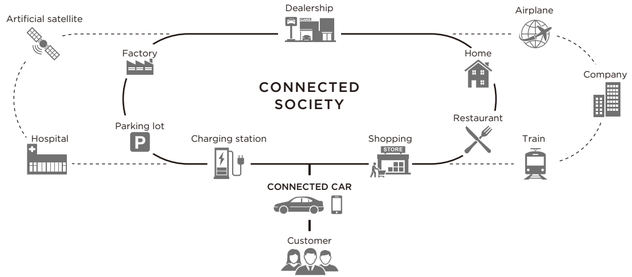
With connected technology and human warmth, we organically connect vehicles, people, and society to create entirely new value.
These connections will continue to expand without limit, producing rich and exciting mobility services.

CONNECTED

Vehicles are moving toward becoming another “social system” that will further enrich people’s lives.

The automobile industry is said to be entering a “once-in-a-century period of transformation.”
As IoT (the Internet-of-things) permeates society, vehicles are also undergoing technological innovations in new areas, including computerization, automation, and the switch to electric motors. As these innovations continue, the very concept of the vehicle itself is going to undergo major changes. The values of the people who use vehicles are changing as well. Until now, people would “own” a vehicle in order to benefit from its “value as a means of transportation,” but with the changing of the times, a shift toward “usage,” through concepts like car-sharing and ride-sharing, is occurring.
By connecting vehicles to a network, what used to be merely a means of transportation becomes a way to provide drivers with various services to improve safety, security, comfort, and convenience. The big data gathered from all these vehicles is also used in a variety of ways that benefit the local community.
The vehicles of the future will be expected to “enrich people’s lives even further by connecting with the city and services of every kind as part of an overall social system.”

■A Connected Society Created by TOYOTA Connected



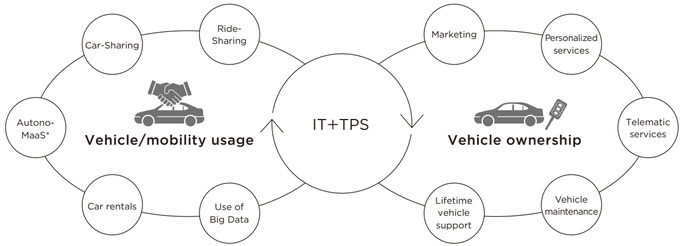
BUSINESS DOMAINS

Through face-to-face and digital interaction with customers, we maximize the joy of owning a vehicle and the delight of using one.

By interacting with the customer both “face-to-face” and “digitally,” we provide total support from when the purchase of a vehicle is considered until the customer takes possession, and also for every value chain related to the ownership period, in order to provide the ultimate customer experience.
Additionally, in the new vehicle-related business domain known as MaaS*, we are creating new services that maximize the delight of using vehicles.
TOYOTA Connected’s strengths, “cutting-edge information technology” and “Toyota’s kaizen process,” are the starting point. This allows us to accurately identify the needs of customers and create advanced services that will lead the way in this new era.
Going forward, our activities will be focused on maximizing the joy of owning a vehicle and the delight of using one.

*MaaS: An abbreviation for Mobility-as-a-Service.
This is a means of satisfying mobility demand that differs from the “conventional paradigm of owning a vehicle” in order to use it.

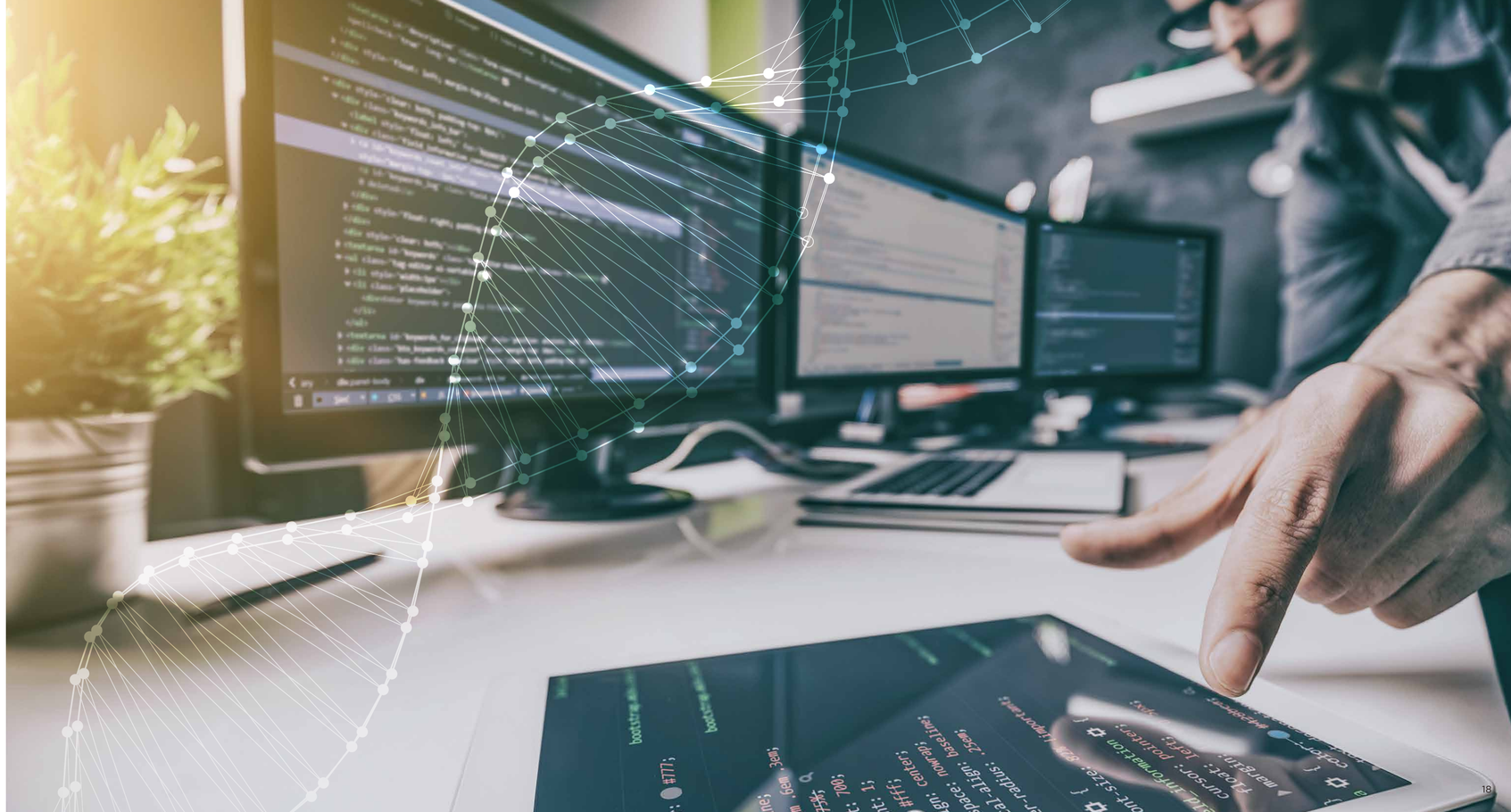
■TOYOTA Connected’s Business Domains



“*Autono-MaaS” is a new word created by combining “autonomous vehicle” and “mobility as a service (MaaS).”
It describes mobility services that use autonomous vehicles provided by Toyota.

Cutting-edge technology that utilizes IoT, and the production DNA we've inherited to serve our customers.

“We want to be a company that not only makes and sells vehicles,
but also continues to value touch points with our customers around the world.”
Our company began as a group of engineers who shared those fervent beliefs.
The latest connected technology for linking vehicles, people, and society,
and Toyota's production DNA we've inherited.
By combining these two things, we create entirely new services,
and beyond that, will build an exciting, prosperous society
that offers security, safety, comfort, and convenience.
That is the future we're aiming for. That is our mission.



SERVICES

EIGHT SERVICES

We've developed eight services, both B-to-B and B-to-C,
to accommodate every need and situation. We will continue
to provide total support for the mobility society of the next generation.

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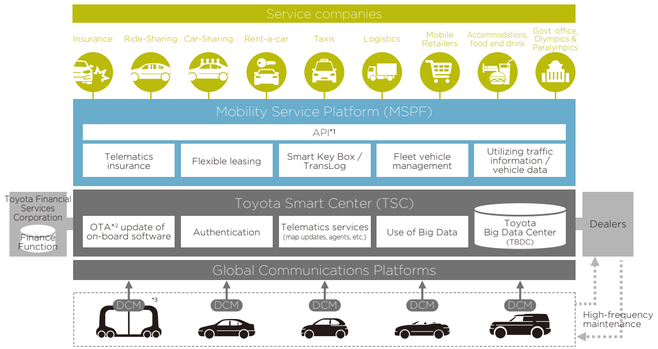
CONNECTED PLATFORM

01

MSPF(Mobility Service Platform)

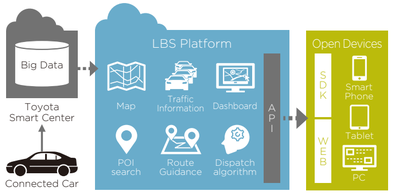
MSPF is an open platform developed by Toyota Motor Corporation and TOYOTA Connected that provides a variety of functions for mobility services. Vehicular big data gathered by Toyota's connected vehicles is safely and securely managed by a special cloud service developed by us. MSPF offers a variety of APIs for vehicle management, authentication, etc. to enable effective use of vehicular big data. This platform is showcased by the companies we provide it to, such as ride-sharing and car-sharing companies and insurance companies, who can provide joint services that combine vehicular data from Toyota and Lexus. Going forward, MSPF will be utilized for mobility services, such as e-Palette, car-sharing, and ride-sharing, as well as telematics insurance, through partnerships with diverse service companies.



*1 An API is a set of subroutines used to program software using an API makes it possible to call up the original program and use it to develop software that integrates all of its features and functions.
*2 OTA stands for "Over The Air". It refers to the updating of software via wireless communication systems.
*3 DCM stands for "Data Communication Module," and refers to a dedicated module used for communicating data.

Location Based Service

Location Based Service is API service that you can use these features such as Map, POI search, Traffic Information and Route Guidance etc.
Our service utilizes various big data collected from connected cars, and you can use this service to drive efficiently and comfortably. More features will be added.



*API An API is a set of subroutines used to program software using an API makes it possible to call up the original program and use it to develop software that integrates all of its features and functions.
*SDK An abbreviation of "software development kit" and refers to a set of tools (including API libraries, sample programs, technical documentation, etc.) necessary for developing a specific software.

Usage examples

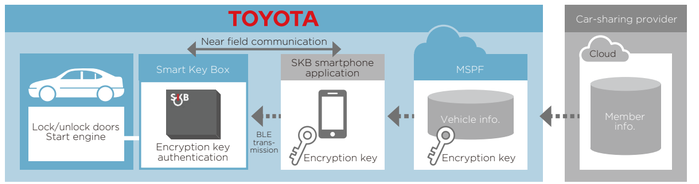
Creating new businesses using various data

Customers can analyze and utilize various big data collected through this service by themselves. It makes it possible to create new businesses such as demand forecasting, advertising, and games etc..

SKB (Smart Key Box)

This is an onboard device that implements safe and secure door locking/unlocking and engine startup for car-sharing. Simply by installing the SKB device in vehicles, the key needed to borrow a vehicle can be transferred to a smartphone safely and securely. The vehicle's user operates a smartphone app to receive an encryption key and is then able to authenticate the encryption key by bringing that smartphone close to the vehicle in order to lock and unlock the doors. The period during which the doors can be locked and unlocked is established and controlled by the car-sharing center in accordance with the user's reservation details.

*The engine startup function is initially being promoted outside Japan.



*BLE (Bluetooth Low Energy) is an extended specification of Bluetooth short-range wireless communication technology, and allows transmission using ultra-low power.

Usage examples

Getaround's car-sharing service

Since 2017, TOYOTA Connected and Getaround have been working on a demonstration program involving SKB and Getaround's peer-to-peer car-sharing service in California, USA, which boasts over 500,000 members (as of October 2016).

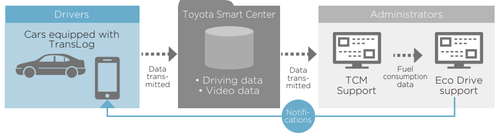
TOYOTA Rent a Car unmanned car rental service

TOYOTA Rent a Car operates a demonstration program for a car rental service that can operate without any staff 24 hours a day, 365 days a year. Users use a smartphone app to reserve cars and lock/unlock rental cars. As a result, there is no in-store procedure to carry out, and vehicles can be rented and returned any time at the customer's convenience.

TransLog

TransLog is a telematics service that assists with vehicle operation control for corporate customers that lease vehicles.In 2010, Toyota made improvements to G-BOOK BIZ, its telematics service, and began deploying it at TOYOTA Rent a Car locations in January 2016. The company offers services with greater applicability to customer needs by adding several new services to those previously offered (such as daily driving report auto-creation, safe/economic driving diagnosis, and dangerous driving warnings): Eco Drive Support and Fuel Economy Management, which is useful for improved fuel economy, Dangerous Behavior Records, which allow the driving status of a vehicle to be checked using the drive recorder function with the integration of video and other map data, and Vehicle Tracking and Tracing, which can be used for attendance management and reviewing work responsibility areas.

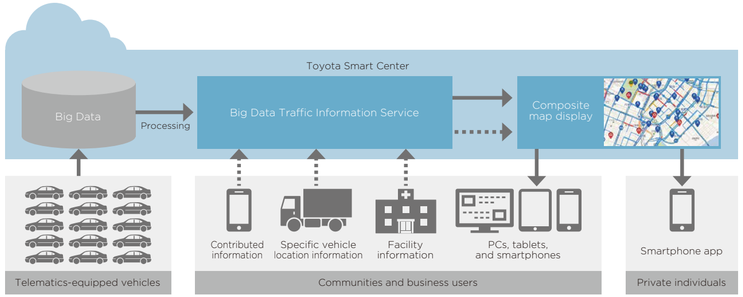
[System composition]



BIG DATA 02

Big data traffic information service

This service provides traffic information generated from big data that includes vehicle location/speed and driving conditions, gathered and collected through our telematics service. The VICS (vehicle information and communication system) that is commonly used can identify traffic congestion on all roads in Japan, but this big data traffic information service can determine traffic conditions in real time on trunk roads and at the city street level, not just on major roads. This Big Data Traffic Information Service can also serve as a platform to be used by various companies and municipal agencies. The companies and government agencies that use this service can add their data to maps to improve traffic flow, provide map information, and improve disaster management.



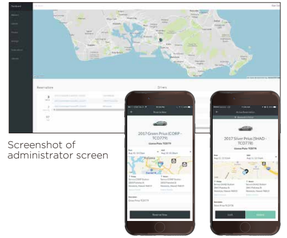
Passable route maps

Route history information for the most recent 24 hours is shown on a map, based on probe data collected from Toyota vehicles (vehicles equipped with T-Connect, G-BOOK, and G-Link). Because route history information is constantly updated, the most recent three hours of information can be viewed on a computer or smartphone. It can display routes to shelters during disasters and assist with navigation. Municipal agencies can also use it to provide evacuation and disaster information through traffic information services.

MOBILITY SERVICES 03

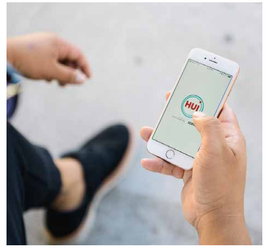
Servco's car-sharing service Hui

Hui is a station-based vehicle-sharing service launched in 2018 by Servco*, a Toyota dealer company in Hawaii, USA. In addition to smartphone functions that include locking and unlocking doors, it provides companies with functionality for vehicle management, user authentication, and payment services. By using a special smartphone app, users can borrow a vehicle 24 hours a day from any of 25 stations located in Honolulu. The basic fee includes gasoline costs and insurance fees, so everything from vehicle reservations to usage and payment can be done using the smartphone app, without the need to carry out any procedures at a service counter. This new means of transportation is now available to Honolulu residents and travelers.



Screenshot of administrator screen

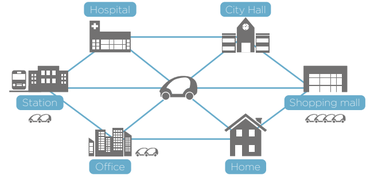
*Founded in 1919, Servco is a dealership that sells Toyota, Lexus, and Subaru vehicles in Hawaii. In addition to vehicle sales, it helps customers buy insurance and sells electronic products.



"Ha:mo," an ultra-compact EV-sharing service

Ha:mo is a next-generation transportation system offered by Toyota Motor Corporation that creates optimized linkages between personal vehicles and public transportation to provide comfortable, seamless transportation and assist in solving local traffic problems. Using a smartphone app, users can reserve a vehicle, pick it up at their preferred station, and return it at their preferred station. It includes a navigation feature that guides the user to his or her destination in accordance with the chosen mode of transportation, with features that include route candidate (park-and-ride) navigation combining Ha:mo with public transportation, and route search that takes traffic conditions and parking lot availability into account. At present, Ha:mo is offered in Toyota, Aichi Prefecture; Tokyo; Okinawa; Bangkok, Thailand; Hagi; and Izumo. Toyota Connected is developing and operating this system and its smartphone app, and is also planning and operating its services in Okinawa.

[Sharing network]

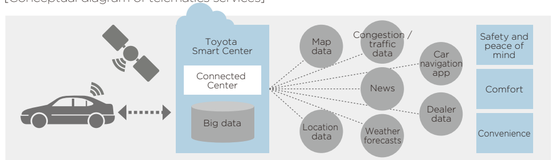


TELEMATICS SERVICES 04

T-Connect (formerly G-BOOK)

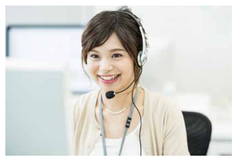
T-Connect is a telematics service that connects vehicles via a network to achieve safe, secure, comfortable and convenient vehicle usage. After the G-BOOK service with WiLL CYPHA was launched in 2002, its services expanded to include G-BOOK ALPHA and G-BOOK mX, and it started to be offered under the name T-Connect in August 2014. This service ensures the safety and peace of mind of customers during their daily driving through a comprehensive range of services: Operator Service, in which polite, specialized operators provide detailed information search and delivery services 24 hours a day, 365 days a year; Agent (an AI voice query service), which allows users to easily search for their desired destination just by speaking; e-Care, which allows the user to get appropriate advice from the call center if a warning lamp turns on, as well as maintenance advice from the dealer; and Helpnet, an emergency information system for use in an emergency, such as a traffic accident or sudden illness.

[Conceptual diagram of telematics services]



[Agent AI voice guidance]

[Connected Center operator]



Global deployment

Development of telematics services and systems for smartphones, and provision of operating services.

G-Link

This service offers the ultimate care specifically for Lexus owners. In addition to the wealth of services available through T-Connect, it includes the Lexus Owners' Desk, a call center especially for Lexus owners, and Lexus Emergency Support 24, which helps owners when they experience accidents, breakdowns, and other problems, in order to make the experience of owning a Lexus safe, secure, and smart.

My Toyota for T-Connect / My Lexus

These are smartphone apps that can link to T-Connect and G-Link. They protect the safety and security of drivers while they are away from their cars through features that include remote vehicle status checks, remote locking and unlocking of vehicle doors, and map-based information on where one's vehicle is located in a parking lot, all by smartphone.

TC Smartphone Navigation

This navigation app for smartphones can be used free of charge. In addition to displaying T-Probe traffic information — real-time traffic information offered only by Toyota — it provides route guidance with easy-to-understand maps and audio, including close-up map displays at intersections and reading aloud intersection names. By connecting your smartphone with your vehicle navigation system, the service can provide seamless route guidance from the time you get into the vehicle until even after you have gotten out.

PHV/EV CHARGING SERVICE 05

G-Station II

G-Station II is a charging station for electric vehicles (EVs) and plug-in hybrid vehicles (PHVs). Toyota Motor Corporation began selling it in conjunction with the development of the Prius PHV in 2011. This station allows you to charge any of the main Japanese electric automobiles using any type of charging service card, and not just a special IC card. So far, it has been installed at roughly 4,300 locations across Japan, including Toyota dealers and shopping malls, providing comfort and peace of mind for customers who drive PHVs and EVs. Station operators are given G-Station Manager, a management system, that can be used to view usage history and monitor the operations of the charging station.

Juden Map for nationwide EV and PHV charging stations

Juden Map is a smartphone app that lets you search for charging stations in Japan. With a comprehensive database of locations, you can search for charging stations from various manufacturers and brands according to your location (using GPS) or by keyword.

Searching from the map

Charging station details

PHV charging support

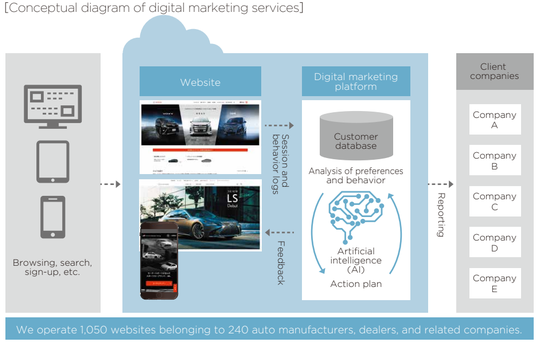
This charging service for Prius PHVs allows users to charge for a fee at Toyota dealerships as well as at G-station installations at commercial facilities and hotels across the country. After your PHV Charging Support Card is authenticated, you can use a rapid charger or standard charger operated by the Toyota dealer or Nippon Charge Service (NCS). Both new and used cars can use the service as long as they are compatible.

DIGITAL MARKETING 06

Website design and development, analysis, UX design, and personalized communication

Our marketing solutions produce personalized communication by creating new touch points between companies and their customers. We provide a UX (user experience) that satisfies the needs of customers by assisting with the entire process from website design and development to operations, data analysis, and security management. Additionally, we provide a variety of solutions and services for achieving communication suited to the interests and preferences of each individual user, including assistance with introducing marketing automation tools and the development of marketing platforms through visualization of digital customer data, and customer tracking based on analysis of the user's behavior, all by utilizing the big data of TOYOTA Connected.

[Conceptual diagram of digital marketing services]



We operate 1,050 websites belonging to 240 auto manufacturers, dealers, and related companies.

REAL COMMUNICATION 07

Event promotion

We plan and manage events that create new customer experiences by merging the virtual and the real. At TOYOTA GAZOO Racing, we conduct events that combine websites, social events, and merchandizing, which originated with the desire to convey the excitement and in-person experience of circuit racing. By incorporating digital communication, we create various new touch points, maximize customer satisfaction even further, and support the building of trusting relationships.

GAZOO Shopping

This is a comprehensive online shopping website that sells products to help customers get more enjoyment out of their car-based lifestyle. Since 2000, we have been developing and operating a dedicated shopping website at GAZOO.com, which is provided by Toyota Motor Corporation, and we provide a complete solution covering everything from payment to logistics.

GAZOO e-Support

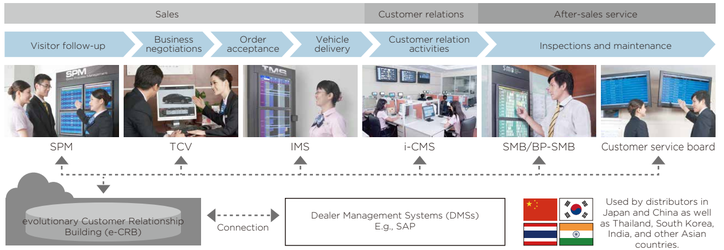
This is a shopping website aimed at expats and their families who are stationed overseas, offering books, educational materials, household goods, food, medical products, and other Japanese products. Numerous companies, including Toyota Motor Corporation, Denso, and Toyota Industries, use this website to provide fringe benefits for their overseas workers.

IT KAIZEN SOLUTIONS 08

"e-CRB (evolutionary Customer Relationship Building)", a support service for dealerships' customers

e-CRB is a CRM framework that builds stronger connections between customers, dealerships, and manufacturers in order to build long-term trust-based relationships with customers. Utilizing the management methods and kaizen expertise based on TPS (Toyota Production System), which was developed by Toyota Motor Corporation, it lets us achieve highly efficient, high-quality dealer operations that include dealer visitor follow-up, business negotiations, and even customer relation activities and after-sales service following vehicle delivery. At present, it has been adopted by ten distributors in eight countries, and a merger of e-CRB with earlier DMSs is being deployed at model dealers for kaizen in Japan.

[e-CRB functions for dealerships]



New system cart

This third-generation system cart was introduced at Toyota dealers in February 2018. In addition to improving the efficiency and quality of inspections, it enables vehicle inspection tasks to be easily conducted even by older and female engineers. This unit can drastically shorten the lead time for work by offering the tire raising and lowering functionality as well as all necessary tools with proper tool arrangement, making it easier to complete tasks in a satisfactory manner.

"SLIM (Sales Logistics Integrated Management)", a system to assist the management of sales logistics

This system for managing sales logistics enables JIT (just-in-time) operations that integrate manufacturers, distributors, and dealers. Existing vehicles undergoing the process from production and distribution to sales can be visualized on large monitors with icons for each individual vehicle. Distributors can track vehicles from the time production begins at the factory until they are delivered to customers by the dealer, and the lead time and backlog in each process can be monitored.

Agricultural IT management service (Hosaku Keikaku)

Hosaku Keikaku (meaning "harvest planning") is a cloud service that helps rice agriculture companies achieve efficient rice production. It takes the production management methods and process improvement expertise developed in the automotive industry and applies it to the agricultural sector, contributing to increased productivity.

VOICES

TOYOTA CONNECTED

TALK SESSION

Bringing entirely new things to the world. The future of TOYOTA Connected as seen from various perspectives.

—— For starters, what do you find interesting about your job?

Watanabe: The company culture lets us challenge ourselves at all times. After engaging in the production of system carts to improve the efficiency of inspections at dealerships, I was sent to Toyota Motor Corporation to experience an actual kaizen workplace. I also participated in a project that applied Toyota's production methods to agriculture. All my experience is applicable to my work. I learned the importance of on-site experiences over sitting at a desk.

Fujita: It's important to have the perspective of a user. Even with the car-sharing app I'm in charge of, we keep not only the customer's perspective, but also operating-side costs in mind. Furthermore, we proceed by forecasting how this service will change the world. I've developed the ability to take a much broader perspective compared to when I was doing website development.

Siva: Even in our business, the key is "customer service." When you hear "telematics," you might think "technology," but technology alone is not an attractive service. We thoroughly survey and analyze the demographics of various countries in North America, Asia, and elsewhere since each country differs in what services people appreciate. That makes our job difficult, but interesting.

Yusuke Watanabe
Department Manager
Solutions Business Div.

Mishima: I switched my company of employment to TOYOTA Connected (hereinafter, "TC") because I wanted to apply my experience from my previous job (at an IT company) to creating new things. My current job is exactly what I want to do. Services like SKB have been deployed mainly overseas so far, and have yet to come to Japan, so I feel that there is great potential in the future. At the same time, much of the groundwork hasn't been carried out, and it's hard to lead the way, but that's where the real attraction is. I feel like I'm working at a venture company inside TC [laughter]. From now on, I'd like to contribute through a more central role.

Siva: I can certainly sense an entrepreneurial mindset within TC. We're good at incorporating new information, and speedily designing and bringing products to market.

—— What kinds of things are fulfilling for you?

Fujita: In cutting-edge industries like self-driving vehicles and connected technology that are drawing attention in the media, there are many opportunities to keep creating new things. Of course, to do that, I need to study the latest technology and cultural trends, and I need to make the effort to change myself in a flexible manner.

Itatani: The growth of our company is expressed by numbers, such as sales figures. When I witness our momentum for myself, it makes me feel like I'm one of the people responsible for the success of our connected business. At the same time, of course, I'm also in a position to hurt our brand if I make a mistake. It's both a great responsibility and fulfilling at the same time.

Hihoko Fujita
Department Manager
Digital Marketing Business Div.

Tatsuya Mishima
MaaS Business Div.

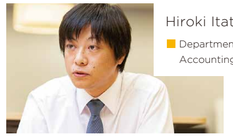
—— That seems to be uniquely accounting perspective.

Itatani: Yes. In accounting, it is the pursuit rather than sums. If you dig into where those numbers, come from, you will see some surprising things. Maybe the reason this business is underperforming is due to materials costs or overhead, etc. That awareness is what leads to better business.

—— Could you talk about what your future objectives are?

Watanabe: To build a long-term trusting relationship with clients. Doing that requires being constantly sensitive to their needs. It doesn't make sense to spend a year implementing an idea, even if it's good. I need to update myself so I can handle customer needs efficiently, just like TOYOTA's just-in-time manufacturing processes.

Fujita: Taking advantage of Toyota's foundation, I want to create a new mobility service in cooperation with Toyota Motor Corporation, and furthermore, to develop a uniquely TC business using the expertise we've accumulated. I believe that only TC is capable of accomplishing both.



Hiroki Itatani
Department Manager
Accounting Div.

Mishima: I think it will be more fun if we can provide services in a proactive manner! My objective is to make it so that whenever our company's name is mentioned, people think of its services, like Google.

Itatani: I want to perform my role in accounting as our "management compass." I want to apply the numbers to management, serving as the rudder that steers the ship at times. Ideally, I'd also like to make TOYOTA Connected a company in which each employee, including those in administrative departments like accounting, can share ideas with each other and participate in management.

Fujita: I'd like to increase the opportunities for exchanging opinions, like we did today.

Siva: I want to provide entirely new technologies, business models, and service models to the world through TC's innovation and disruption. That's my objective. I want to share my dreams with everyone here and make them come true!

Sivanathan Siva Prabu Sankar
Telematics Business Div.

TOYOTA CONNECTED

VOICE 01

We aim to become the world's best mobility services platformer. We are right at the center of that strategy.

Wataru Ogasawara

Department Manager
Mobility Services Development Dept.
Connected Development Div.

Having a perspective that begins with the user

Mobility services are a crowded, competitive domain in which technology advances quickly. It is essential to be quick in acquiring new technology and information, and in putting it to work. I think that Toyota's strength is its ability to build the devices known as cars in that manner. That's because not only is the IoT data gathered from vehicles and other devices being used to develop future services, but by connecting with users in Japan and abroad, live voice functionality can also be applied to the development of future services. A major motivation of ours is taking a perspective that begins with the user.

Approaching goals in a flexible and adaptable manner

The utilization of MSPF offers numerous possibilities for collaborating with a wide range of partners in areas like car-sharing and ride-sharing. Going forward, engineers will be required to be sensitive to new opportunities related not only to automobiles, but also to areas of business that go beyond industry boundaries. In the future, we also plan to create "internal teams". The purpose is to develop an organization in which developers themselves can accumulate knowledge and skills, respond to demands in a flexible manner, and pursue goals together with clients. Freedom to think outside the box is the key to creating entirely new services.

It's unpredictable. That makes it interesting.

Toyota's goal is to be the world's best mobility service platformer, connecting people, vehicles, and society to create a future that is exciting as well as safe and convenient. As a company with a role to play in that business, I want to create services that can take on the world by taking advantage of our expertise. We're going from an era in which people own vehicles to an era in which people use them. The possibilities of mobility services have expanded greatly, and it's a fun industry to be in, because we can't predict what that world is going to look like. Whatever the future holds, we'll be at the center of it. That sense of exhilaration is like a wind at our backs even now.

Driven each day by great responsibility and pride

Toyota Smart Center uses data gathered from vehicles to provide telematics services such as T-Connect and G-BOOK, and support for Toyota dealerships. We're responsible for developing the systems that serve as a foundation for that. Furthermore, the big data we've gathered is also being used for our MaaS (mobility-as-a-service) business, which is creating entirely new services. In other words, the development we carry out enables Toyota's overall connected business, which gives safety, peace of mind, and prosperity to people's lifestyles. That pride is a driving force in our daily work.

Developing mobility services across departmental boundaries

The more vehicles there are equipped with DCM, the more data we collect. Even while we face system-related issues, I am elated to be working in areas that are aptly described by our company's name, "TOYOTA Connected." We are also currently engaged in developing mobility services in partnership with foreign companies. This is really a project that transcends departmental boundaries. Engineers are able to freely discuss and collaborate. We're taking the first step with the view that we should try things without fear of failure. That's the environment of freedom we have here.

Making new winds blow with unprecedented ideas

For example, driving diagnostics using TransLog can also be applied to vehicle rentals and car-sharing discount services. In other words, whether new services can be created depends on your approach to new ideas. Going forward, I think it will be interesting to get experience in different industries, partnering with skilled people, venture companies, universities, and so on to create entirely new business models. Toyota's connected technology and fresh ideas produce a chemical reaction that leads to new winds for society. That day is coming soon.

TOYOTA CONNECTED

VOICE 02

More inclusive, more resilient, and more prosperous. We support connected technologies that connect people, vehicles, and society.

Hiroshi Taki

Department Manager
Connected Development Dept.
Connected Development Div.

PROFILE

HISTORY

1996

The Operation Improvement Support Department (Team CS) was established at the Domestic Planning Division of Toyota Motor Corporation.

1997

"GAZOO," a visual information system, was launched.

1998

Internet website "GAZOO.com" was launched.

1999

Shopping portal "GAZOO Shopping Mall" opens.

2000

"GAZOO Media Service Corporation" was established as a strategic business unit to promote IT for customers of Toyota Motor Corporation.

GMS GAZOO MEDIA SERVICE

1996

Establishing TC to expand touch points with customers

"Why does a car that took six hours to make at a factory sit around at the dealership for weeks?" The roots of TC go back to a question asked by Akio Toyoda (the current president of Toyota Motor Corporation) who was Chief General Manager of operations at Toyota Motor Corporation at the time. Thus, in 1996, the "Operation Improvement Support Department" (Team CS) was established, with 70 members stationed at dealerships nationwide, including Shigeki Tomoyama (the current president of TC). They were engaged in activities to improve business operations at dealerships, making full use of TPS and IT. In the course of those activities, they noticed something important: "The automobile business isn't over once a car has been sold. Maintaining a relationship with the customer and the car that has been sold should be an essential part of its foundation." As a result, the "GAZOO," visual information system, was introduced in 1997. Computer terminals installed in dealerships made it possible to browse new and used cars available at dealerships throughout the country. It was a revolutionary system for its time. An Internet website, "GAZOO.com," was also launched. Furthermore, a shopping portal, "GAZOO Shopping Mall," was opened to sell lifestyle products related to music, travel, fashion, and so on, with the intent of "enhancing the enjoyment of lifestyles involving cars." Toyoda and Tomoyama launched "GAZOO Media Service Corporation" with the intent of using IT to create touch points with customers after foreseeing that a time was coming in which IT and the automotive industry would become inseparable. That company became the TOYOTA Connected of today.

2000

Opportunities for touch points with customers at convenience stores created by E-TOWER

In 2000, "E-TOWER" multimedia kiosks became a hot topic when they were installed in 7,000 convenience stores nationwide. "E-TOWER" was a multifunction computer terminal that could accept SD cards, memory sticks, MiniDiscs, and other various media types, and was capable of downloading music and games via satellite, updating car navigation map data, reserving event tickets, printing digital camera photos, and providing ATM functionality. Collaboration between different industries produced revolutionary services, and this innovative business model that expanded touch points with customers even further went on to become the inspiration for services that TC is developing. The introduction of dedicated terminals that symbolize "Pursuing the Ultimate Customer Satisfaction" — which is our goal — caught the attention of the media at the time.

2001

Began Satellite-based content delivery business for E-TOWER.

2002

GAZOO Media Service Corporation integrated Toyota' s telematics business.

Launched the "G-BOOK" telematics service.

Installed 7,000 E-TOWER machines at FamilyMart and Three F stores nationwide.

2003

Changed its name to "Digital Media Service Corporation."

Began providing "SUBARU G-BOOK" to Subaru Corporation.

DM Digital Media Service

2004

Began providing "MAZDA G-BOOK" to Mazda Motor Corporation.

Established TCAP (TOYOTA Connected Asia Pacific Ltd.) as a subsidiary in Thailand.

Toyota Motor Corporation began deploying "e-CRB" in Thailand (TMT).

2005

Began providing "G-BOOK ALPHA".

Established TCCN (TOYOTA Connected Beijing) as a subsidiary in China.

Began providing the "G-Link" telematics service to Lexus in Japan.

2002

"G-BOOK" creates a new value of using vehicles "connecting."

In 2002, Toyota starts "G-BOOK," a telematics service that would organically connect people, vehicles, and society. A new value for vehicles "connecting" was created in addition to "moving, turning, and stopping: connecting." Through collaboration between a wide range of sectors and industries, the company was a trailblazer in providing diverse information content and services for drivers in order to create a mobility lifestyle that was not only safe and secure, but also comfortable and convenient. In 2007, that concept was handed down to the third-generation G-BOOK mX, which was announced, as the company developed comprehensive telematics services that were the most advanced in the industry, capable of "Map on Demand," a service for delivering the latest map data, and "G Route Search," a service for providing traffic info via real-time probes. In 2010, the company also began offering "smart G-BOOK" for smartphone users, which were rapidly increasing in number.

TOYOTA CONNECTED
PROFILE

HISTORY

2006

Began providing "MAZDA G-BOOK ALPHA" to Mazda Motor Corporation.

Toyota Motor Corporation introduced "e-CRB" at all dealerships in China (GTMC).

2007

Began providing "G-BOOK mX". G-BOOK mX

Toyota Motor Corporation started "GAZOO Racing" activities and provided live coverage on a dedicated website.

Began providing "SUBARU G-BOOK ALPHA" to SUBARU Corporation.

Obtained PrivacyMark certification.

2008

Changed its name to "Toyota Media Service Corporation." TOYOTA MEDIA SERVICE

Toyota Motor Corporation began deploying SLIM in China (GTMC).

2009

Began providing "G-BOOK" telematics service in China.

2010

Began providing "G-BOOK BIZ" telematics service for companies.

Began providing "SUBARU G-BOOK mX" to SUBARU Corporation.

Began providing "smart G-BOOK" telematics service for smartphones.

2011

Established TCIN (TOYOTA Connected India pvt. Ltd.) as a subsidiary in India.

Toyota Motor Corporation began deploying "e-CRB" in India.

Developed and began selling "G-Station," a standard charging station for PHVs and EVs.

Capital participation in Microsoft Corporation and Salesforce.com.

Developed "Toyota Smart Center" for Toyota Motor Corporation.

2012

Began providing "T-Connect," a telematics service for smartphones, in Thailand.

2013

Developed the "Big Data Traffic Information Service" for Toyota Motor Corporation.

Established TCME (TOYOTA Connected Middle East FCZO.) as a subsidiary in the UAE.

Began operating the system of "Ha:mo," an ultra-compact EV-sharing service.

2014

Began providing "T-Connect," a telematics service. T-connect

Began providing "T-Connect," a telematics service for smartphones, in the Middle East.

2015

Began providing "Nationwide EV and PHV charge map," looking up charging station information, for a smartphone app. 全国EV・PHV充電まっぷ

Launched and began selling "G-Station II," a charging station for EV and PHV.

2016

Began providing "TransLog," a telematics service for companies.

Established TCNA (TOYOTA Connected North America) as a subsidiary in North America.

Began developing and operating MSPF (Mobility Service Platform) for Toyota Motor Corporation.

Began providing "TC Smartphone Navi," a navigation app for smartphones.

2017

Began providing "TOYOTA Connect," a telematics service for smartphones, in India.

Changed its name to "TOYOTA Connected."

2018

Launched the new system cart.

Established TCEU (TOYOTA Connected Europe, Ltd.) as a subsidiary in the UK.

TCNA began providing "Hui," a car-sharing service, in Hawaii.

Unified the three subsidiaries' names to "TOYOTA Connected".

2019

TCIN established a new office in Chennai.

2020

Began a new business alliance to collaborate on mobility service business.

Moved our Tokyo office to "axle Ochanomizu" (named "Global Leadership Innovation Place: GLIP) GLIP

2016-2018

Deploying our mobility services globally, in North America and Europe

Due to greater demand for mobility services in overseas markets, "TOYOTA Connected North America (hereinafter, TCNA)" was established in Texas, USA, in 2016, and "TOYOTA Connected Europe, Limited (hereinafter, TCEU)" in London, UK, in 2018. To enhance the development of Toyota's Mobility Service Platform (MSPF), we have been engaged in local operations management and data security measures at Toyota Big Data Center (TBDC), which carries out safe collection and analysis of data gathered from cars. In 2018, TCNA starts operating "Hui," a car-sharing service run by Servco, in Hawaii, we have continued to offer overseas customers a diverse and prosperous mobility lifestyle.

GLOBAL NETWORK

Transcending national borders, contributing to prosperous mobility lifestyles

We want to create touch points
with customers, not
only in Japan, but also worldwide.
Transcending national borders,
we want to provide diverse and prosperous
mobility lifestyles.
In order to make that desire come true,
we have developed a global business
through seamless partnerships with eight
global strategic business units in six countries.

TC (Nagoya and Tokyo)
TOYOTA Connected Corporation

TOYOTA Connected

TCAP(Bangkok)
TOYOTA Connected
Asia Pacific Ltd.

TCCN(Beijing and Guangzhou)
TOYOTA Connected
Beijing

TCIN(Bangalore and Chennai)
TOYOTA Connected
India Pvt. Ltd.

TCME(Dubai)
TOYOTA Connected
Middle East FZCO.

TCNA(Texas)
TOYOTA Connected
North America, Inc.

TCEU(London)
TOYOTA Connected
Europe, Ltd.

TOYOTA connected

TOYOTA Connected Corporation

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