



THE HISTORY OF TOYOTA

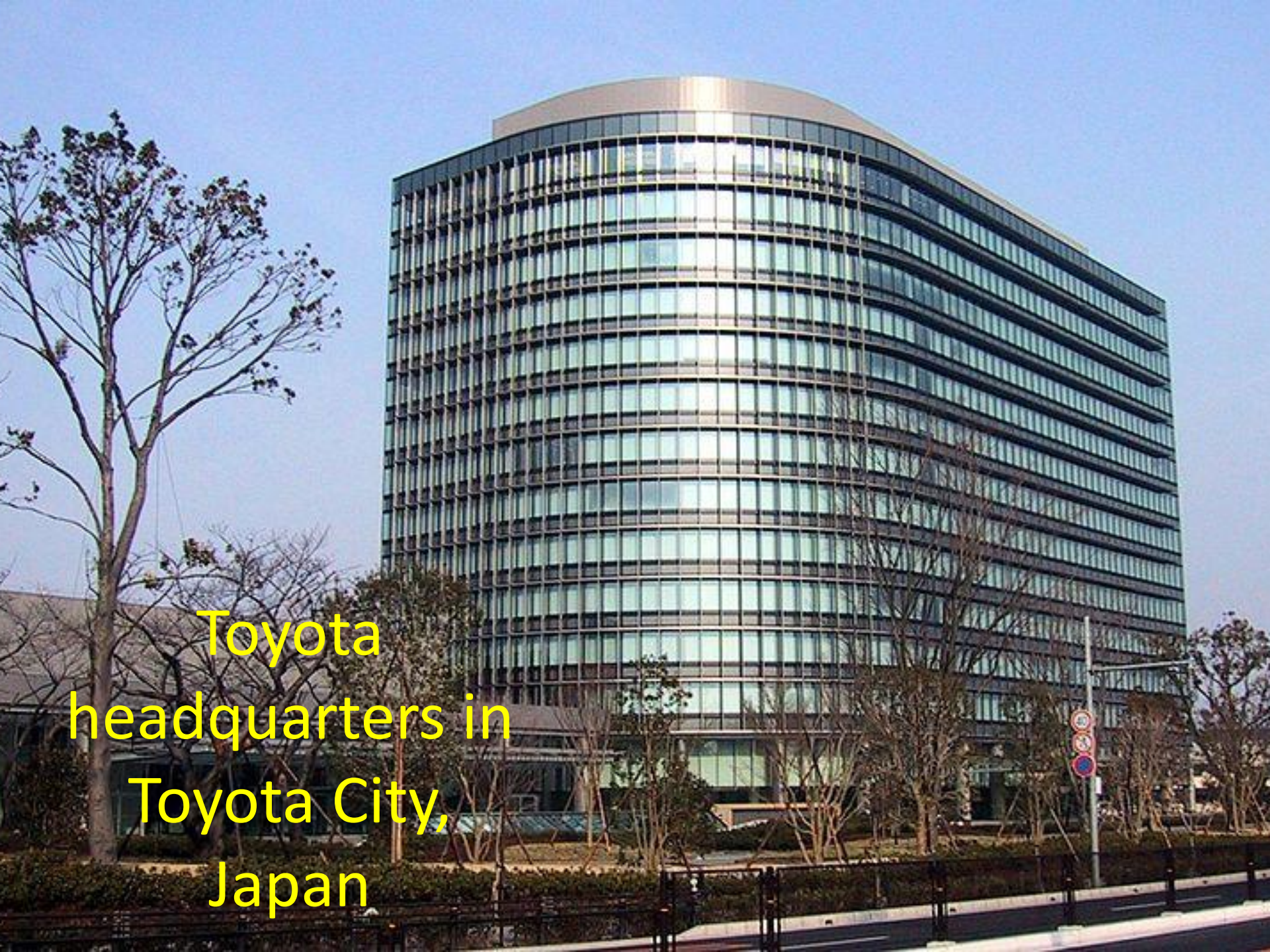
Prepared by: Yunchik A.S.

Group: E111b

Toyota Motor Corporation

- commonly known simply as **Toyota** and abbreviated as **TMC**, is a multinational automaker headquartered in Toyota, Aichi, Japan. In 2010, Toyota Motor Corporation employed 317,734 people worldwide, and was the world's largest automobile manufacturer.





Toyota
headquarters in
Toyota City,
Japan

- Toyota Motor Corporation is the principal member of the Toyota Group. Brand Toyota generally associated with this companies.



- In 1933, the company producing automated looms Toyoda Automatic Loom Works created a new division specializing in the production of cars, his head was Kiichiro Toyoda

Mass production of Toyoda automated loom. Display the Toyota Museum in Nagakute-cho, Aichi-gun, Aichi Pref. Japan



- In 1929
Kiichiro Toyoda traveled to Europe and the U.S. to study the automobile industry and in 1930 began to develop a gasoline-powered cars.



The owners and management

- The main shareholders of the company in December 2008: The Master Trust Bank of Japan (6,29%), Japan Trustee Services Bank (6,29%), Toyota Industries Corporation (5,81%), 9% - treasury shares
- Chairman of the Board - Fujio T. President - Akio Toyoda

Activities



- The company manufactures passenger, trucks and buses
- under the brand names
- Toyota
- Lexus
- Scion
- Daihatsu
- Hino.



The largest automaker in the world

- In 1 quarter of 2007, Toyota Motor debuted and sold more cars than General Motors. GM held the title of "largest automaker in the world" for 76 years. April 24 the Japanese company said it has released in the 1 quarter of 2.37 million vehicles and sold 2.35 million



Hybrid technology

- Toyota Motor in 1997, actively promotes the hybrid technology on the automotive market and is the first company to begin mass production and sale of hybrid vehicles (Toyota Prius).



Toyota has been producing completely different products ranging from automobiles and robots, to construction of elite cottages. This multi-faceted company, known for being the largest automaker in the world. From the depths of Toyota came out different concepts of management, which subsequently failed to gain popularity around the world. In general, probably all know about this company. She was the main driver of Japanese industry in the XX century.

