



TOYOTA

BRAND AUDIT



HISTORY OF THE BRAND

Toyota was first established in 1937 at the Toyoda Loom Works, where it unveiled the Model AA, its first automobile. Toyota made military trucks to keep afloat during World War II. With the introduction of the Toyota Crown in the United States in 1957, the brand began to grow worldwide after the war. The introduction of the Toyota Production System in the 1960s set Toyota apart as a leader in lean manufacturing and quality control.

In 1989, Toyota launched its luxury brand, Lexus, and in 1997, introduced the Prius, the world's first mass-produced hybrid car, solidifying its environmental leadership. Today, Toyota remains a global leader known for quality, innovation, and sustainability.

1937

TOYOTA MOTOR CO., LTD.
FOUNDED

1935-36

MODEL AA, FIRST TOYOTA
PASSENGER CAR DEVELOPED

1940s

WWII: TOYOTA PRODUCES
MILITARY TRUCKS

1957

LAUNCHES TOYOTA CROWN IN U.S.
(FIRST JAPANESE CAR IN THE U.S.)

1960s

INTRODUCES TOYOTA PRODUCTION
SYSTEM (TPS) – LEAN
MANUFACTURING AND QUALITY
CONTROL

1989

LAUNCHES LEXUS, ENTERING THE
LUXURY CAR MARKET

1997

INTRODUCES PRIUS, THE FIRST
MASS-PRODUCED HYBRID CAR

2000s

GLOBAL EXPANSION WITH COROLLA
AND CAMRY LEADING SALES

2020s

FOCUS ON SUSTAINABILITY:
ELECTRIC AND HYDROGEN FUEL CELL
VEHICLES

BRAND ELEMENTS

Brand Name

Toyota: Selected over "**Toyoda**" due of its uniqueness and simplicity, signifying accessibility and modernity.

Logo

In keeping with the brand's emphasis on innovation and reliability, Toyota's emblem is made up of three overlapping ovals that stand for trust, quality, and customer satisfaction.

Slogan

"Let's Go Places": This tagline reflects Toyota's commitment to adventure, mobility, and providing vehicles that enhance the customer's journey.

Colors

Toyota's brand colors, primarily red and silver, reflect energy, sophistication, and modernity while also aligning with their Japanese heritage.

Typography

Clean and straightforward font choices in Toyota's materials communicate reliability, professionalism, and user-friendliness, key brand values.

Brand Characters

Prius and Hybrid: Prius represents Toyota's innovation in sustainable tech, becoming a flagship model associated with eco-friendly solutions. The hybrid green leaf symbol further represents Toyota's dedication to environmentally friendly cars.

Jingles & Sound

Toyota's global campaigns feature distinctive jingles and a consistent audio identity, helping to reinforce brand recall across diverse markets.

Packaging & Design

Toyota vehicles feature ergonomic design and innovation-led technology, emphasizing safety and comfort. This consistent design philosophy reflects Toyota's dedication to quality and efficiency.

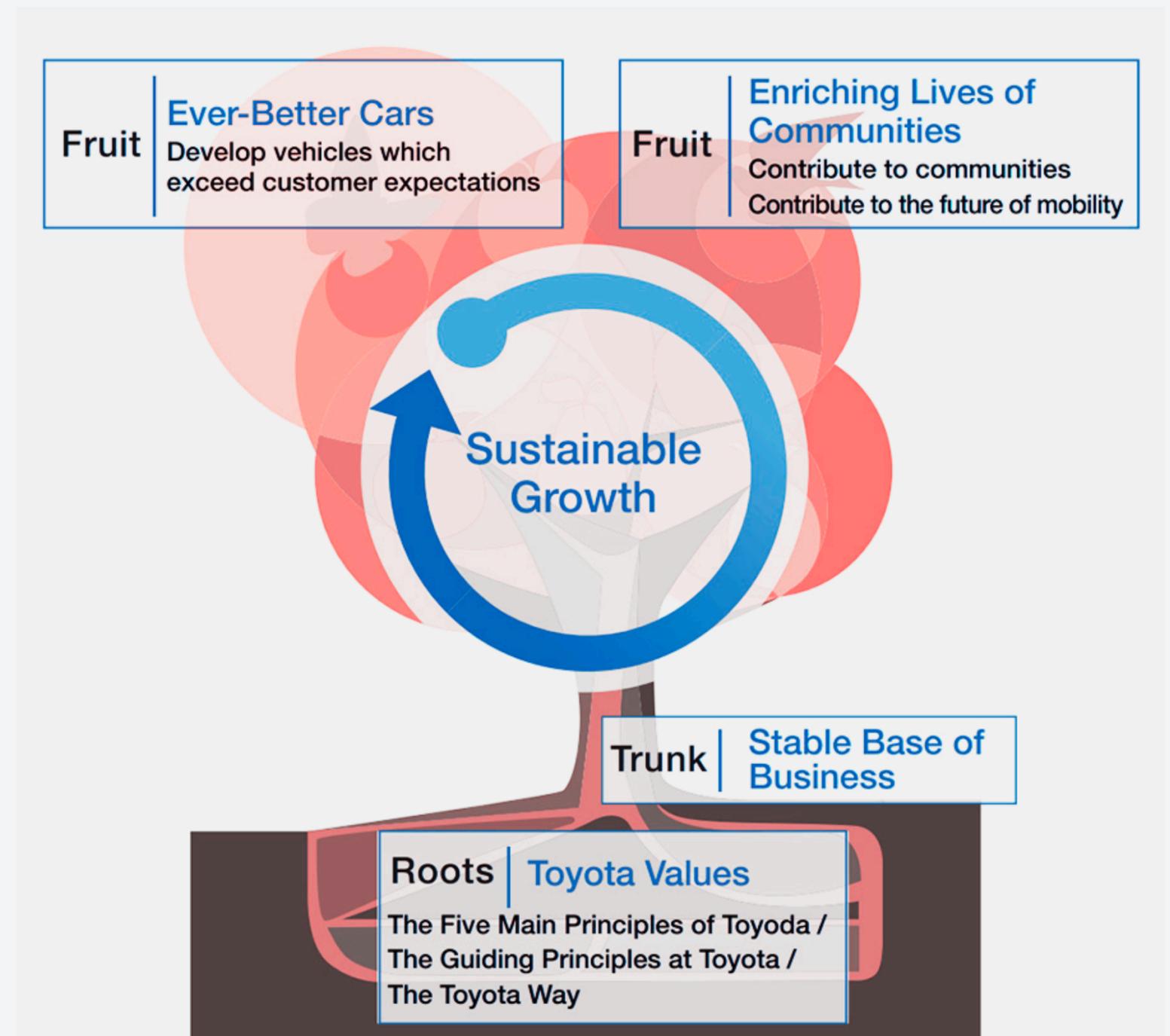
POSITIONING STATEMENT

Toyota's positioning is best encompassed by the company's global vision, which incorporates the Five Main Principles of Founder Sakichi Toyoda -

“Toyota will lead the future mobility society, enriching lives around the world with the safest and most responsible ways of moving people.

Through our commitment to quality, ceaseless innovation, and respect for the planet, we strive to exceed expectations and be rewarded with a smile.

We will meet challenging goals by engaging the talent and passion of people who believe there is always a better way.”



BRAND ARCHITECTURE

Corporate Brand

Toyota: Core brand uniting values of quality, innovation, and reliability.

Product Brands (House of Brands)

Lexus: Luxury segment
Daihatsu: Small, efficient vehicles for Asia
Hino: Commercial trucks and buses

Specialized Series

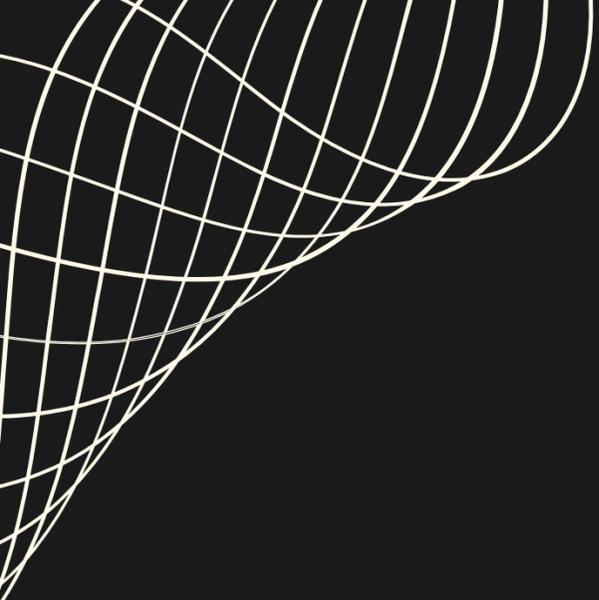
GR (Gazoo Racing): High-performance models
Mirai: Hydrogen fuel cell technology

Sub-Brands

Toyota Prius: Iconic eco-friendly sub-brand. Corolla, Camry, RAV4: High-equity models known globally

Brand Extensions

Toyota Safety Sense: ADAS safety suite. Hybrid Synergy Drive: Hybrid technology branding across models



KEY PRODUCT ATTRIBUTES

Quality & Reliability

Durable and long-lasting, fostering high customer loyalty.

Innovation

Pioneers in hybrid (Prius) and fuel cell (Mirai) technology; advanced safety systems (Toyota Safety Sense)

Safety

Comprehensive features earn global high safety ratings.

Sustainability

Fuel-efficient, eco-friendly models with hybrid, electric, and hydrogen options.

Affordability

Wide range, from budget-friendly to luxury (Lexus), catering to diverse demographics.

Resale Value

Strong resale due to quality and reliability.



PROFILE OF DIRECT AND INDIRECT COMPETITIVE BRANDS



Direct Competitors:

- **Honda**
 - **Points of Parity:** reliability and hybrid technology.
 - **Points of Difference:** offering a sportier driving experience.
- **Nissan**
 - **Points of Parity:** priced in a similar range, offering comparable technological features.
 - **Points of Difference:** Unique design, EV innovation.
- **Ford**
 - **Points of Parity:** Offering advanced safety features, SUV/truck lineup.
 - **Points of Difference:** Domination in truck market.

Indirect Competitors:

- **BMW**
 - **Points of Parity:** hybrid technology offerings, luxury features
 - **Points of Difference:** high performance priority.
- **Tesla**
 - **Points of Parity:** ecologically clean technology.
 - **Points of Difference:** Autonomous driving and advanced software.

MARKET SHARE AND OTHER RELEVANT FACTS AND FIGURES

Toyota Global Market Share:

- Toyota accounts for around 10% of the global automotive market share & hence ranks as one of the largest car manufacturers globally.

Revenue and Sales:

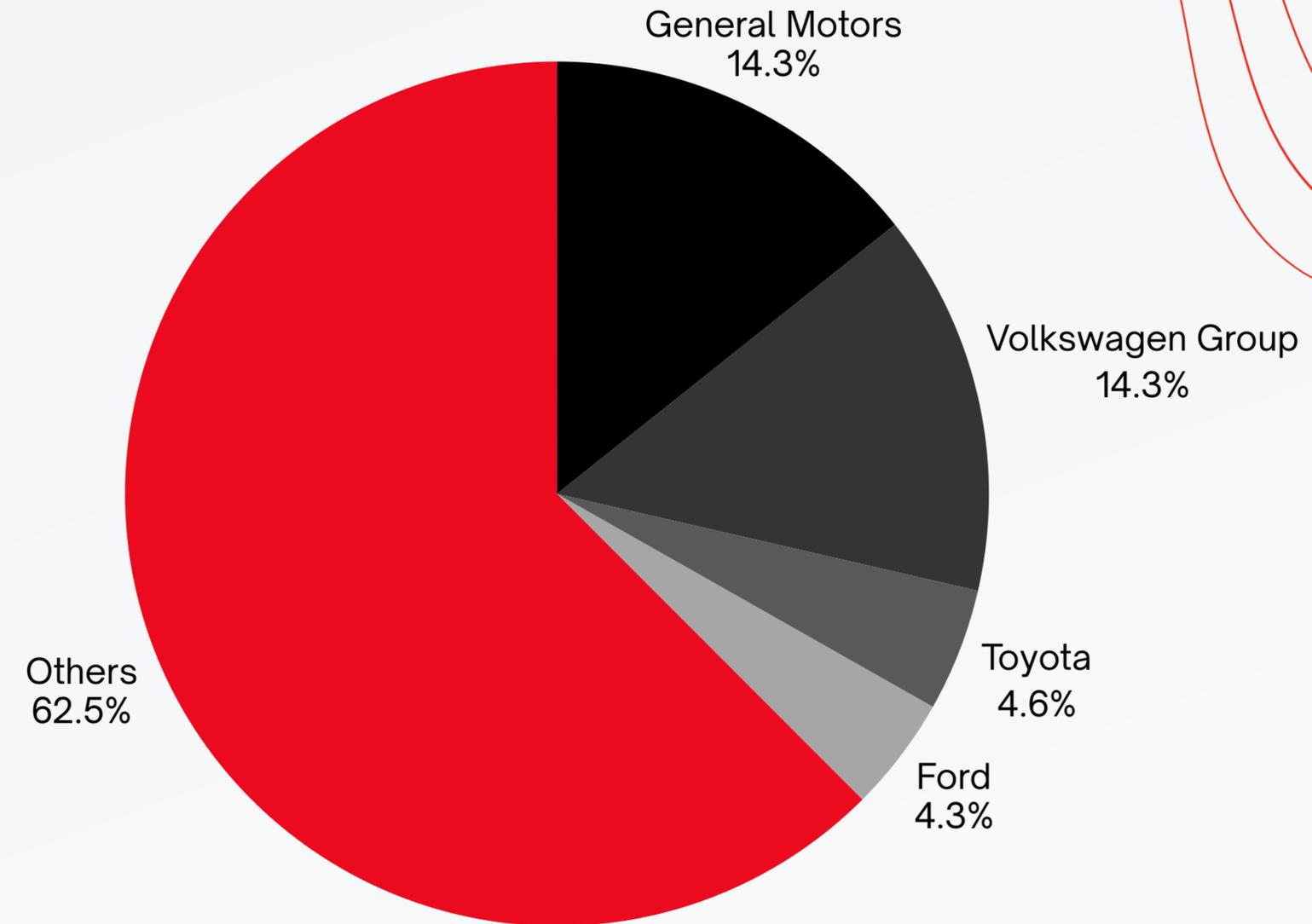
- Annual revenue: Approximately US\$275 billion.
- Global vehicle sales: Approximately 10 million units per year.

Key Competitors:

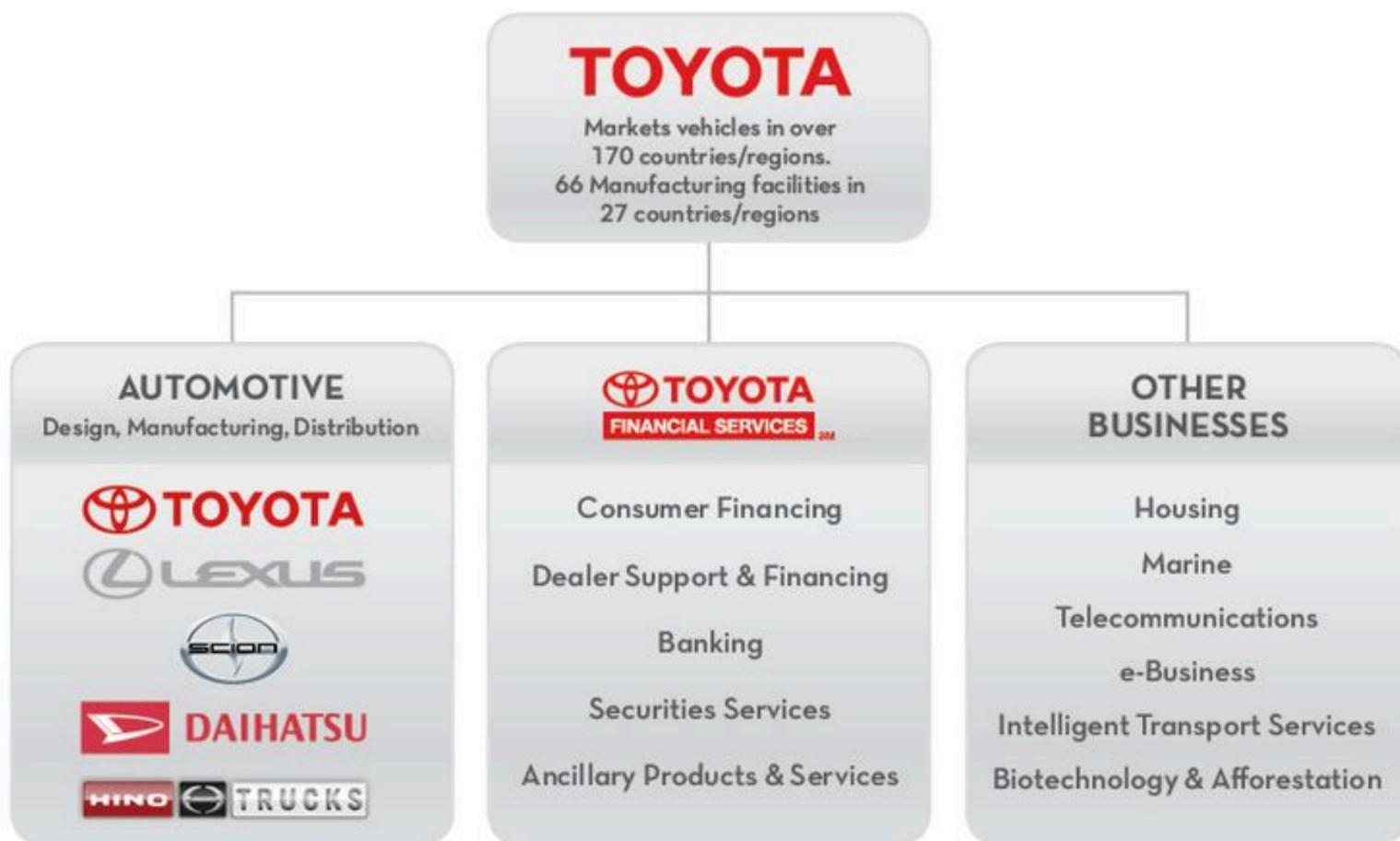
- Volkswagen Group: The nearest competitor in terms of market share.
- General Motors and Ford: Main competitors in the U.S. market.

Growth Highlights:

- Strong growth in hybrid vehicles with the segment leading models being Prius, among others.
- Emphasis on electric vehicles, besides sustainability initiatives.



'Brand Architecture' and 'Hierarchy' and 'Brand Product Matrix'



Brand Architecture

House of Brands: Toyota has well-defined sub-brands, such as Lexus in the luxury segment and Daihatsu in compact, low-budget cars.

Brand Hierarchy

- Parent Brand: Toyota
- Sub-Brands: Lexus, Daihatsu, Toyota Racing Development (TRD)
- Product Lines: Sedans, SUVs, trucks, hybrid, EV, performance vehicles

Brand Product Matrix

- Categories:
 1. Hybrids/EVs: Prius, RAV4 Hybrid
 2. Luxury: Lexus RX, LS
 3. SUVs/Trucks: Land Cruiser, Tacoma
- Alignment: Each product line stands for certain consumer segments. The line-up shows very well how Toyota covers everything from low-budget to premium markets.

PRICING, PROFITABILITY AND MARKET SHARE OF THE BRAND



- **Pricing Strategy:** Competitive pricing with an added value proposition throughout various market segments
- **Luxury Sub-Brand:** Lexus Premium pricing to attract high-class consumers.



- **Net Profit:** Nearly US\$20 billion. This was within the previous fiscal year.
- **Above-average profit** margins coming from its effective manufacturing and control of costs.



- **Market Share:** Global Market Share: About 10%, hence positioning Toyota as one of the biggest car manufacturers globally.
- **With the largest share** in the hybrid vehicle class, this is attributed to models such as the Prius.

DISTRIBUTION CHANNELS AND POLICIES OF TOYOTA

Dealerships

Toyota operates through an extensive global network of over 10,000 dealerships, focusing on accessibility and brand control. This system allows for personalized customer experiences, with a mix of Toyota-owned and independent dealers in key markets like North America, Japan, and Europe.

- Toyota enforces strict standards for dealership operations.
- All dealers must comply with company branding and customer service protocols.
- The company regularly evaluates dealer performance and provides training to uphold these standards.

Retailers

Toyota also partners with select retailers for sales of parts and accessories, creating additional touchpoints for customers. The focus on sustainable and local sourcing in some regions is part of Toyota's policy to maintain quality and environmental standards in its supply chain.

- Toyota prioritizes partnerships with retailers that adhere to its sustainability guidelines.
- All sourced parts and accessories must meet stringent quality, safety, and environmental criteria.
- Compliance with regulations regarding waste management and resource conservation is mandatory.

TOYOTA'S MARKETING COMMUNICATIONS

- **Advertising Campaigns**
 - Campaigns like “Let’s Go Places” reinforce Toyota’s brand themes of adventure, reliability, and versatility. In 2023, Toyota invested \$1 billion in U.S. advertising, highlighting its hybrid and EV models across platforms
- **Digital & Social Media**
 - Toyota leverages social media (YouTube, Twitter, Instagram) for brand engagement, with 25 million views on YouTube in 2022 promoting eco-friendly models and new technology innovations
- **Content Marketing**
 - Toyota’s blog and newsroom provide educational content on topics like hybrid technology and sustainability, reinforcing its commitment to environmental responsibility and consumer trust

TOYOTA'S PROMOTIONAL PROGRAMS

- **Sponsorships & Partnerships**

- Toyota sponsors major events like the Olympics and NASCAR, aligning with values like “Mobility for All” and innovation, appealing to both sports fans and eco-conscious consumers

- **Customer Loyalty Programs**

- ToyotaCare: Offers complimentary maintenance and roadside assistance, helping Toyota achieve a 63% retention rate in the U.S.
- Toyota Rewards: Allows customers to earn points on service and vehicle purchases, encouraging brand loyalty and repeat business

BRAND PERSONALITY OF TOYOTA

Dependability

Known for reliability and durability, with many models lasting over 200,000 miles

Innovation

Pioneer in hybrid technology with the Prius; invests about \$9 billion annually in R&D for advancements in EVs and autonomous driving

Customer-Centric

Strong focus on customer satisfaction through services like ToyotaCare, enhancing loyalty and community

Diverse Product Range

Offers a wide range of vehicles, from economical models to luxury Lexus, catering to different customer needs

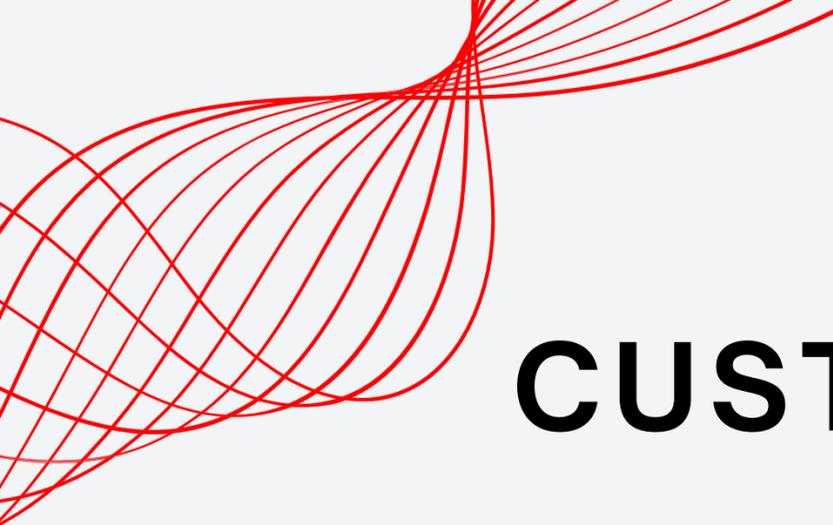
Brand Elements

- Logo: Symbolizes quality and innovation.
- Advertising: Emotional storytelling emphasizing family and adventure.
- Pricing Strategy: Market-oriented for mainstream, premium for Lexus, reinforcing value



TOYOTA





CUSTOMER KNOWLEDGE OF BRAND

Brand Mental Map

- Core Traits: Reliability, innovation, and eco-friendliness (e.g., Prius contributing to over 15 million hybrid sales globally).
- Values: Seen as affordable, family-friendly, and sustainable

With nearly 70% of U.S. car buyers ranking Toyota as a top brand for longevity, the brand is linked with quality and low maintenance.

Awareness & Loyalty

- High Awareness: Globally recognized brand worth around \$70 billion.
- The hybrid lineup, including models like Prius, also reinforces Toyota's image as an eco-conscious leader in sustainable transportation.

63% U.S. customer retention, boosted by ToyotaCare support

Perceived Quality & Value

- Toyota's vehicles are known for long-lasting quality, with studies showing many models lasting 200,000+ miles.
- This reputation for durability drives strong resale value, particularly in models like Corolla and Camry

Toyota ranks among the top brands in the J.D. Power 2023 Vehicle Dependability Study

BRAND EQUITY RECOMMENDATIONS

To strengthen Toyota's brand equity, Toyota should focus on three key pillars:

TRUST AND RELIABILITY

- **Enhanced Product Warranties:** Extended warranties or free servicing for certain models to reinforce reliability and value.
- **Service Accessibility:** Expand the Toyota dealership network and integrate after-sale service hubs in rural and underserved areas.
- **Customer Communication:** Highlight stories of customers who have experienced Toyota's reliability over the years. For example, spotlight vehicles that have high mileage and continue to perform.

SUSTAINABILITY

- **Commitment to Carbon Neutrality:** Continue to advance Toyota's hybrid and electric vehicle (EV) lines, aiming for a robust EV portfolio by 2030.
- **Recycling Initiatives:** Emphasize recycling efforts, from manufacturing processes to end-of-life recycling for vehicles.
- **Collaboration with Clean Energy Partners:** Promote partnerships with renewable energy providers to encourage the use of clean energy within Toyota's operations.
- **Customer Communication:** Reinforce Toyota's green initiatives in marketing materials, PR campaigns, and dealership messaging.

INNOVATION

- **Investment in Autonomous Driving:** Focus on R&D in autonomous and AI-driven vehicle technologies, promoting Toyota as a leader in the next-gen automotive experience.
- **Digital Integration:** Develop a "Toyota Connected" ecosystem that links vehicles with mobile devices, offering features like real-time diagnostics and predictive maintenance.
- **Customer Communication:** Share success stories and highlight innovations at auto shows, through targeted social media campaigns, and via press releases.

TOYOTA'S BRAND ASSOCIATIONS

Awareness

When asked “What do you think about Toyota vehicles?” The answers given are “Reliable and dependable, fuel efficient, high resale value, high demand leading to higher prices, styling issues, weighted towards efficiency over excitement”

Strength

According to HundrendX's survey respondents, key strengths for Toyota were quality and reliability as well as performance. When comparing Toyota to other auto brands, the company outperformed dozens of the other car brands, edging ahead of Ford to be the most relevant brand.

Favorability

Relevant: Most Relevant Brand (Seen for “Strength” as well), Distinctive: Quality and Reliability (Seen for “Strength” as well), Believable and Deliverable: Has a Proven Track Record

Consistency

For decades, Toyota has remained consistent in its messaging around reliability, durability, and value for money”

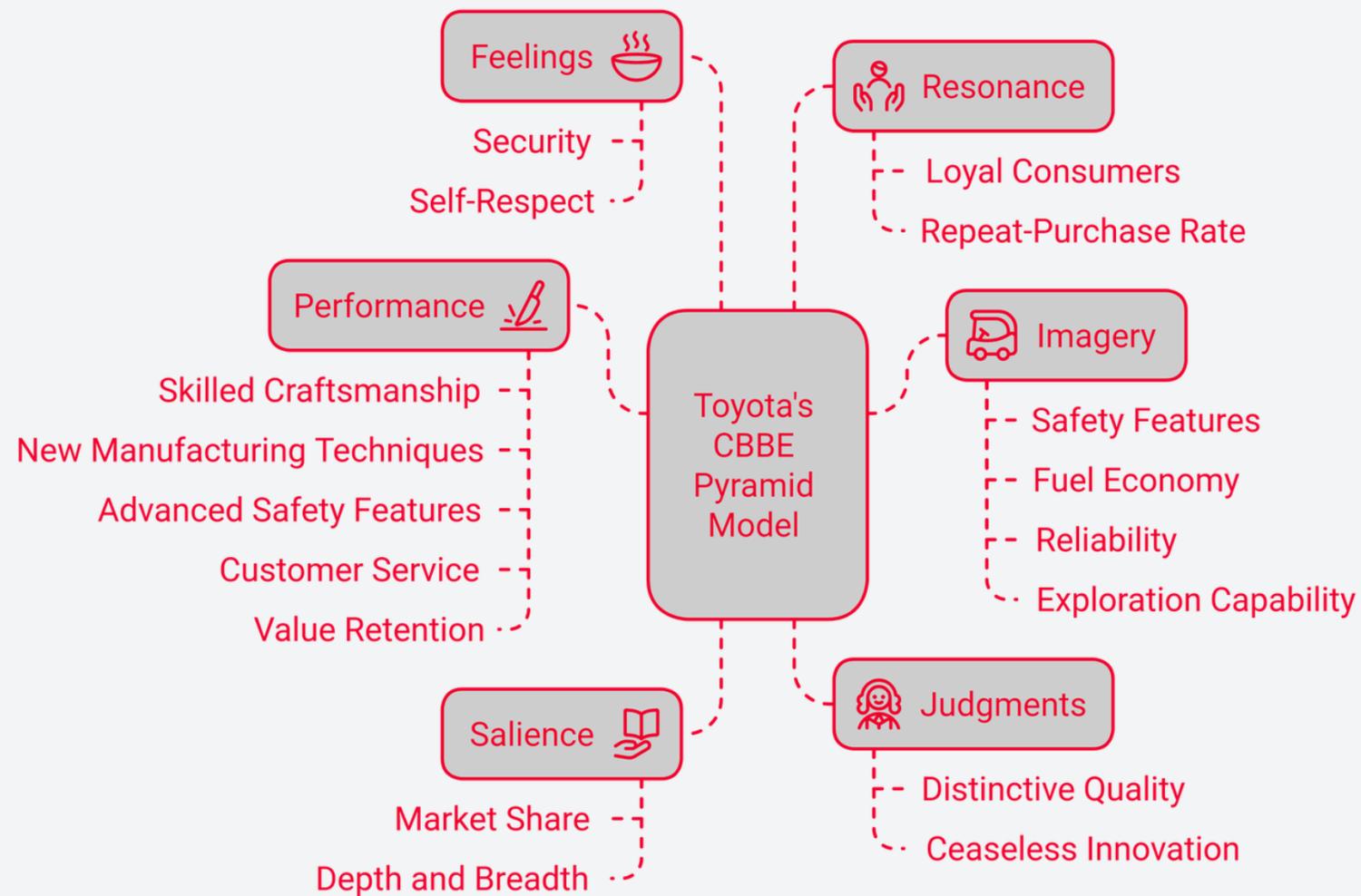
Uniqueness

Seen in Toyota's positioning: Quality (Seen for “Strength and Quality” as well), Innovation (Electric and Hydrogen Vehicles), and Positive Change (Internally-Toyota embraces new manufacturing techniques, enabling them to provide high-quality vehicles at affordable prices catering to a diverse consumer base, Externally-Toyota offers hybrid cars, which aligns with the growing consumer demand for environmentally friendly options)

MAIN SOURCES OF BRAND EQUITY & POSSIBLE: THREATS TO BRAND EQUITY

- **Brand Awareness:** According to Interbrand, Toyota is #6 for “Most Valuable Brands in 2024.”
- **Brand Awareness Possible Threats:** According to Interbrand, Honda is #26 for “Most Valuable Brands in 2024,” like Toyota, it is one of the top 5 manufacturers of cars around the world. Following closely is Hyundai, which ranks #30 and, like Toyota, is a “Fast Riser” according to Interbrand’s “Most Valuable Brands in 2024.”
- **Brand Association:** Innovation involving Electric and Hydrogen Vehicles
- **Brand Association Possible Threats:** Along with brand awareness, Honda and Hyundai are also possible threat as they offer electric and hydrogen vehicles
- **Brand Element:** Toyota has a logo that represents it, and many people can identify the logo
- **Brand Element Possible Threats:** If Toyota started to have inconsistent product quality and service, it would give its logo a negative association with the brand
- **Brand Loyalty:** Toyota keeps the benefits of the customers ahead, and then its costs
- **Brand Loyalty Possible Threats:** If Toyota started to stop actively seeking input from their customers to improve their offerings continuously

CBBE PRYAMID



- **Saliency-High Awareness:** Ranks #1 for car brand market share worldwide in 2023. Depth and breadth are strong
- **Performance-A Durable, Reliable Product:** Skilled craftsmanship vehicle made from new manufacturing techniques that provide high-quality vehicles for affordable prices. Advanced safety features. One of the ten best companies for customer service (2022). Holds value exceptionally well (2023)
- **Imagery-Dependable:** A dependable family car brand that offers safety features, fuel economy, and reliability and allows for exploration for up to 15 years
- **Judgments-High Quality:** The most relevant vehicle brand. Distinctive quality and ceaseless innovation
- **Feelings-Warmth:** Feelings of security and self-respect
- **Resonance-Faithful:** Loyal consumers. High repeat-purchase rate

PROBLEM AREAS/INCONSISTENCIES OF PERCEPTION VS. MARKET REALITY

Affordability vs. Premium Pricing in Certain Models

- **Perception:** Many consumers see Toyota as a brand offering affordable, economical vehicles with high value for the price
- **Reality:** Toyota's premium models, like the Toyota Supra or higher-end trims of the Toyota Highlander, can come with price tags rivaling luxury brands. This pricing might create a perception gap among consumers who may not expect to pay more for a non-luxury brand

Design Aesthetic

- **Perception:** Some consumers view Toyota's designs as conservative or "safe," which may attract older demographics or those prioritizing functionality
- **Reality:** Toyota has refreshed its design approach in recent models, making them sportier and more visually dynamic. Campaigns showcasing this evolution can help shift perceptions, especially among younger consumers

Brand Identity in Different Markets

- **Perception:** Toyota's brand identity varies globally, where it's known as a premium brand in emerging markets and a more standard brand in developed regions.
- **Reality:** Toyota's regional brand identities may require adjustment to ensure consistency with global perception, particularly as it expands its global market share

MANAGING & MEASURING BRAND EQUITY

01

To manage Toyota's brand equity:

Consistent Brand Messaging: Ensure that all messaging, whether for EVs, hybrids, or traditional vehicles, aligns with the core themes of reliability, sustainability, and innovation.

Internal Alignment: Train all Toyota employees, from dealers to executives, on the brand's values to ensure a cohesive brand experience.

Community Engagement: Engage with communities on environmental projects, scholarships, and career fairs to strengthen Toyota's image as a responsible and supportive brand.

02

To measure Toyota's brand equity:

Brand Awareness & Recall Surveys: Conduct regular surveys to track Toyota's presence in the minds of target demographics.

Customer Loyalty Metrics: Evaluate repeat purchase rates and customer lifetime value. Programs such as the Toyota Owners Loyalty Club could be used to track customer engagement.

Social Listening: Monitor customer sentiment through social media and online reviews to assess real-time customer perceptions.

Net Promoter Score (NPS): Conduct NPS surveys to gauge the likelihood of Toyota customers recommending the brand to others.



THE MOST IMPORTANT CUSTOMER SEGMENTS

1. Value-Seeking Families and Consumers

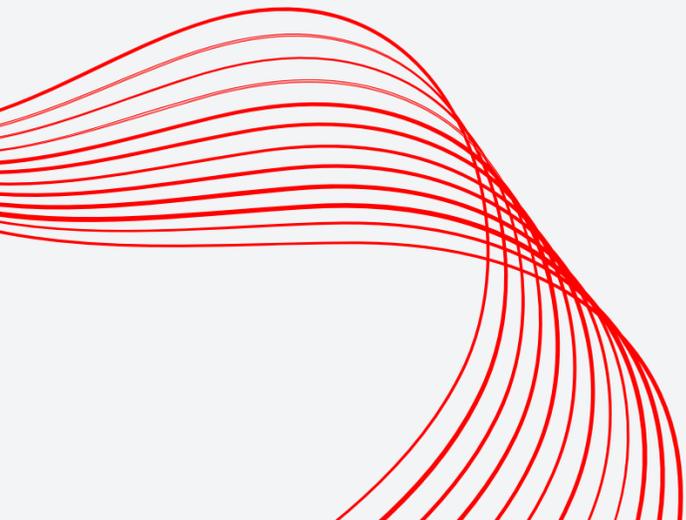
- Segment Characteristics: This segment appreciates affordability, reliability, and low-cost maintenance. Consumers in this group include families and value-seeking individuals looking for dependable, safe vehicles with good resale value.
- Models: Corolla, Camry, Highlander
- Appeal: Toyota's commitment to safety, efficient fuel economy, and reliability

2. Environmentally Conscious Consumers

- Segment Characteristics: This segment is comprised of consumers interested in eco-friendly vehicles, including hybrids and electric vehicles (EVs). Toyota has created a strong brand association with hybrid technology primarily due to the Prius.
- Models: Prius, RAV4 Hybrid, Mirai
- Appeal: Toyota's range of new EV models and bold commitment to be carbon neutral by 2050

3. Adventure Seekers and Performance Enthusiasts

- Segment Characteristics: This segment includes consumers who seek durability and versatile performance. Toyota's trucks and SUVs rugged image appeal to individuals interested in outdoor and recreational activities.
- Models: Tacoma, 4Runner, Land Cruiser, Tundra
- Appeal: Toyota's durable build and advanced off-road capabilities are alluring to those wanting reliable performance in unpredictable rugged conditions





THE MOST IMPORTANT CUSTOMER SEGMENTS

4. Urban Dwellers and Young Professionals

- Segment Characteristics: Young professionals and city dwellers seeking size-efficient and fuel-efficient vehicles with modern design and the latest features. This segment highly values technology integration and fuel efficiency.
- Models: Yaris, C-HR, Corolla Cross
- Appeal: Toyota's city-friendly compact designs, tech-enhanced interiors, and hybrid and EV options

5. Luxury and High-Tech Seekers (Lexus)

- Segment Characteristics: High-income consumers seeking premium quality, luxury features, and advanced technology. Lexus's ability to attract this segment is critical in competing with other luxury brands like BMW and Mercedes-Benz.
- Models: Lexus ES, Lexus RX, Lexus LS
- Appeal: Lexus's reputation and image of refined quality, sophisticated tech, and luxury driving experience

BRAND AWARENESS: DEPTH & BREADTH



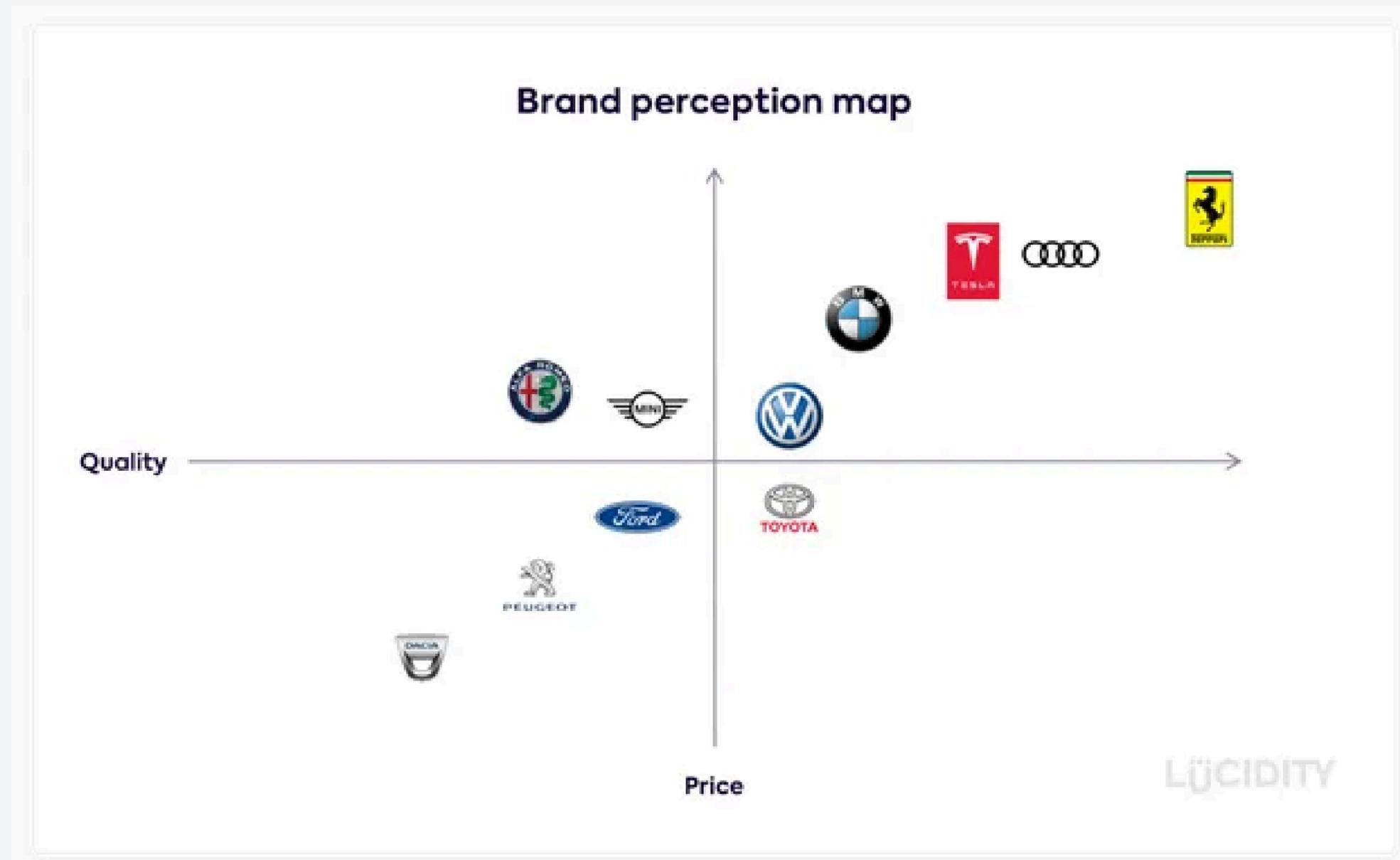
Depth:

- High Familiarity: Toyota is one of the most recognized automotive brands worldwide and consumers highly associate the brand with quality, reliability, and durability. It's consistently rated among the top automotive brands for brand loyalty.
- Wide Demographic Reach: Toyota's reputation resonates across a diverse age and .
- Consumer Recall: Despite intense strong domestic brand competition in North America and other regions, consumers are quick to recall Toyota models like the Camry, Corolla, RAV4, and Highlander.

Breadth:

- Global Footprint: Toyota is one of the most expansive and easily accessible brands with a presence in 170 countries worldwide.
- Product Range: Toyota's lineup includes a wide variety of vehicles; Sedans, SUVs and trucks. In addition, Prius' success has strengthened Toyota's reputation for producing innovative hybrid and EV models.
- Diverse Consumer Base: Toyota's various models accommodate a wide range of consumer needs including personal, commercial and government.

PERCEPTUAL MAP



Source: <https://getlucidity.com/strategy-resources/introduction-to-perceptual-maps/>

SWOT ANALYSIS

Strengths

- Strong Brand Reputation and Recognition
- High-Quality Perception
- Innovation Leadership in Hybrid Technology
- Extensive Global Footprint

Weaknesses

- Brand Image Impacted by Recalls
- Perceived Lag in Electric Vehicle Adoption
- High Production and R&D Costs
- Lexus brand not highly associated as a high-end brand outside North America

Opportunities

- Expanding Electric Vehicle Market
- Growth in Emerging Markets - China, India, Brazil, Mexico, etc.
- Advancement in Autonomous and Smart Car Technology
- Sustainability Initiatives

Threats

- Intense Competition from Domestic and EV Manufacturers
- Economic Instability and Shifting Market Conditions
- Changing Consumer Preferences
- Regulatory Challenges

THANK YOU!

TEAM-1



APPENDIX

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- Yahoo is part of the Yahoo family of brands. (n.d.). https://autos.yahoo.com/explaining-toyota-reliability-crisis-150500229.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cucGVycGxleGl0eS5haS8&guce_referrer_sig=AQAAADvAH1Yn88IV8V19h92WdFLYqSKWYagrJvHL_VwrrpD-0XdGLHQdtlOOV8vPlpFQHxjkKPkI5wm3OT-6-QJLyhopI8-mZ35y-vk6fiiZ5fKT_MVAknbF-pjGWkigdsa3l-_I_3ST9J6c5dq3oQFtn51gBNzbcqtXFnzEubja20Kkq

EVOLUTION OF TOYOTA LOGO



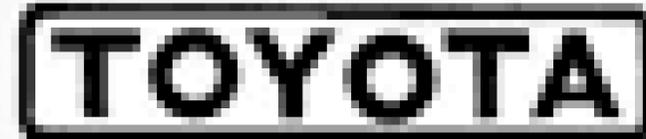
Old



1936

TOYOTA

1958



1969

TOYOTA

1978



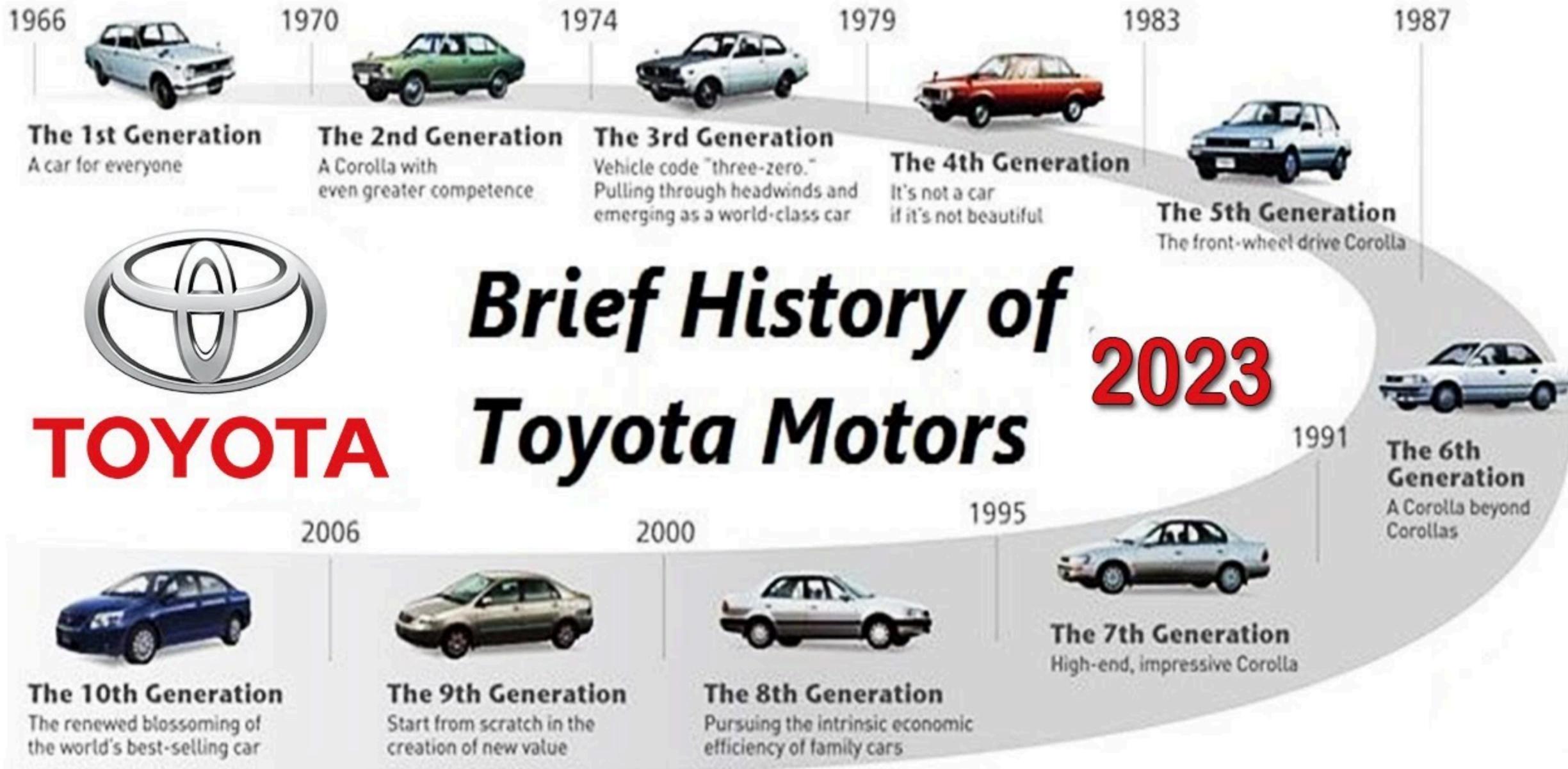
TOYOTA

1989



TOYOTA

2019

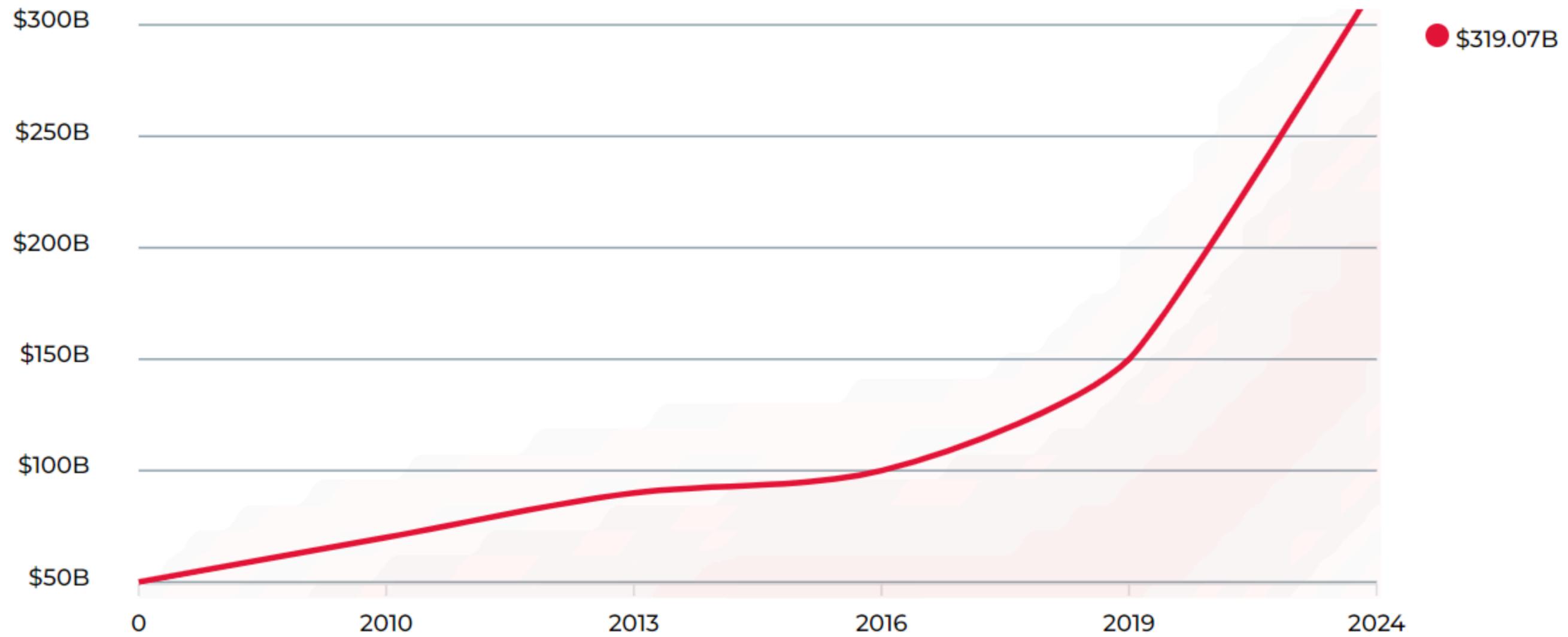


Brief History of **2023** Toyota Motors

Our mission is to create the most exciting mobility brand in the world.



Toyota's Market Cap in 2024



ACSI Score



In 2023, Toyota snagged the top spot among all the automobile and light vehicle brands in the US, scoring an impressive **84** on the [ACSI Index Score](#).

It also clinched the title of the highest-ranking automotive brand in the latest UK Customer Satisfaction Index, courtesy of the [Institute of Customer Service](#).

What is Toyota's NPS Score & Brand Loyalty (%)?

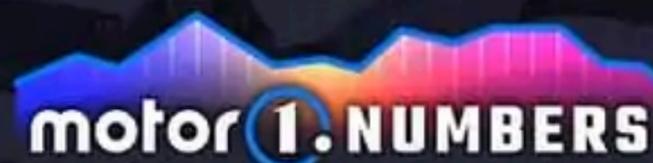
NPS Score

The **automotive industry average** for Consumer Brands / Car Manufacturers is 39, but Toyota's flexing its muscles with a solid **44**.

Brand Loyalty

Among mass-market brand car owners, Toyota takes the crown for the second year with an impressive **60.0% loyalty rate**.

WORLD'S TOP 5 BEST-SELLING VEHICLES - Q1 2023



Tesla Model Y



267,200

**Toyota Corolla/Levin/
Allion/Lingshang**
(includes all body-types)



256,400

Toyota Hilux



214,700

**Toyota RAV4/
Wildlander**



211,000

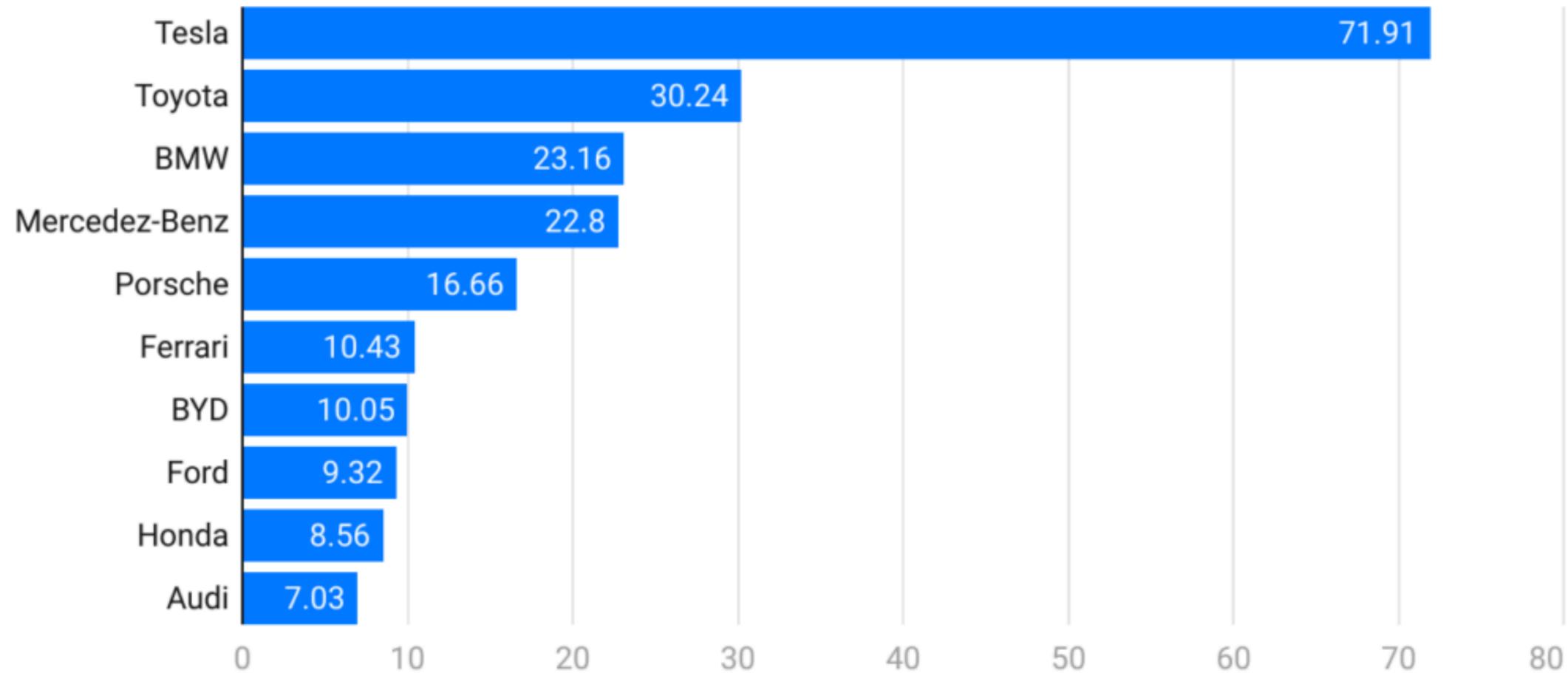
Toyota Camry



166,200

Most Valuable Brands Within the Automotive Sector Worldwide as of 2024, By Brand Value

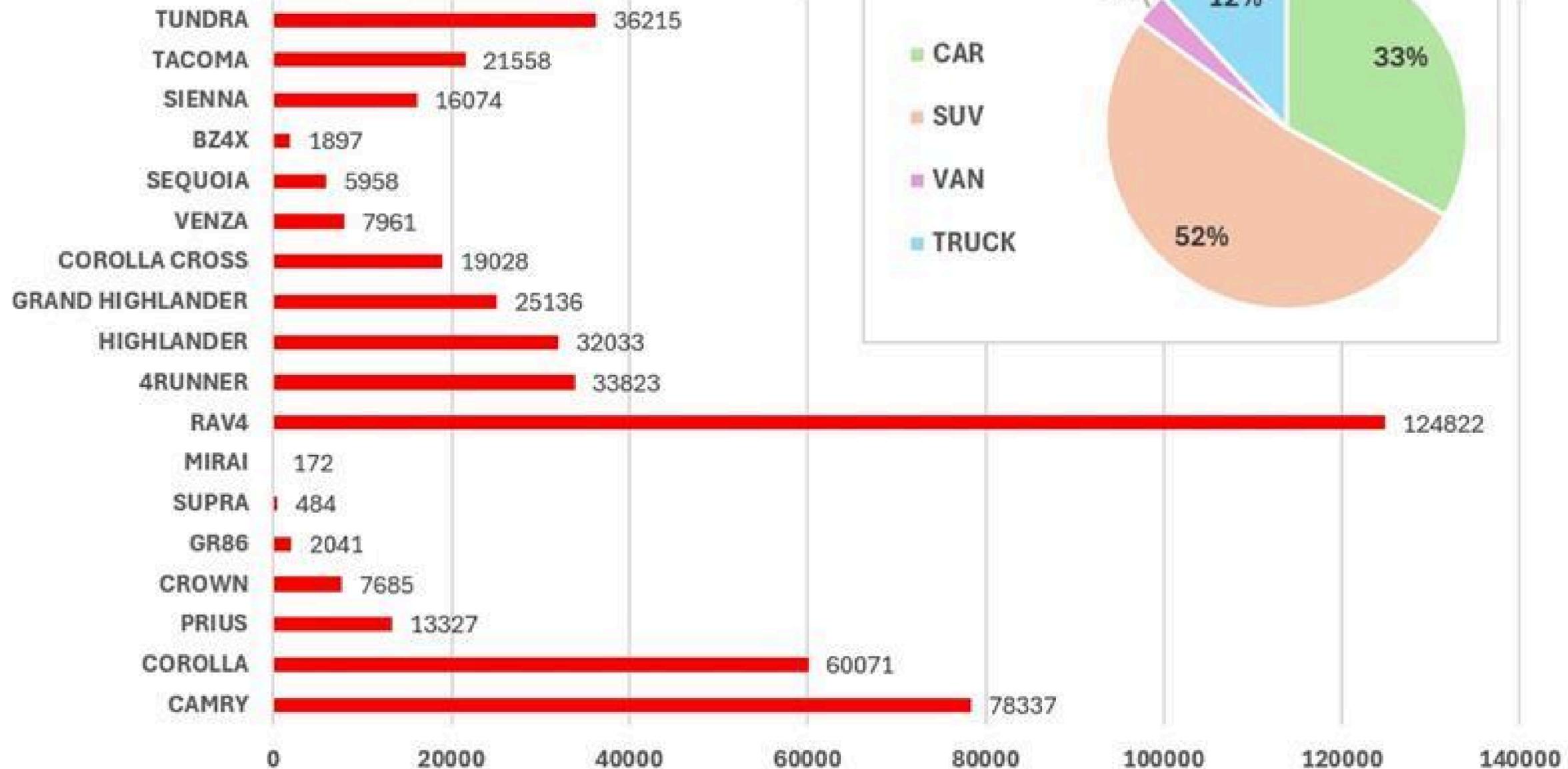
(in billion U.S. dollars)



Source: Coolest Gadgets

COOLEST-GADGETS

US TOYOTA SALES BY MODEL (2024 Q1)



Graph by
u/TA-MajestyPalm

*Best Seller: Rav4 with 25.65% of all sales *Worst Seller: Mirai with 0.04% (limited market)

J.D. Power 2024 U.S. Vehicle Dependability StudySM

Brand Ranking

Problems per 100 Vehicles (PP100)

