



Fascinating Facts about Toyota

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What do you know about Toyota? Read on to find out more...

80 years ago the car company Toyota was founded by Kiichiro Toyoda. Famous for producing some seriously stylish and reliable vehicles, OSV (<https://www.osv.ltd.uk>) wanted to celebrate the company's 80th birthday by sharing some interesting facts.



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30 CRAZY FACTS ABOUT TOYOTA

- 1 Toyota Motor Corporation started in 1937 as a division of Toyota Automobile Loom Works. While the Toyota Group is now best known for its cars, they are still in the textile business, as well.
- 2 Toyota's founder's name sounded like 'T-O-Y-O-D-A'.
- 3 The spelling of the company name was changed to Toyota because when it is written in Katakana in Japanese consists of one sound & means to write and it is a lucky number in East Asian culture.
- 4 Kichiro Toyoda, son of the founder of Toyota Automobile Loom Works, got doors for the first Toyota cars from the United States. He traveled to the U.S. in 1935 to investigate automobile production because Japan needed to start producing domestic vehicles, and to that end was able to visit. Early Toyotas bear a striking resemblance to the Dodge Power Wagon and Chevrolet.
- 5 The Korean War saved Toyota. The company was in the verge of bankruptcy, and produced only 300 trucks in June of 1950. In the first few months of the Korean War, the US government made 3000 vehicles from Toyota and the company was revived.
- 6 Toyota was the first Japanese manufacturer to export an midsize car when it took part in the Round Australia Rally in 1960. Nine 50 years later, the passport for participating remains the same. The founder based that passport as well to the evolution of car-making and to the entire automotive world.
- 7 Toyota operates under relatively the same name, unlike some other car manufacturers. The only other wholly-owned brand name Toyota are luxury brand Lexus and entry level brand Scion.
- 8 Other than Lexus and Scion, Toyota's manufacturing plant in 150, a commercial truck and the manufacturer and Daihatsu a manufacturer of small city cars. Toyota was once a majority share in Subaru's parent company.
- 9 There are more Toyotas on the road than any other vehicle.
- 10 In fact, eighty percent of Toyotas sold 10 years ago are still on the road today.
- 11 Toyota has one of the largest and most varied lineups of any automaker, with close to 300 different models in every vehicle category.
- 12 They are the first motor manufacturer to produce over 10 million cars in just one year. They accomplished this in 2012.
- 13 Since 1966, Toyota has been named the most reliable car brand every 37 months on average. As of 2013, the rate has increased to every 27 months on average.
- 14 The Toyota Corolla and other models have been making it the best-selling car of all time. It earned the title of best-selling car in the world in 1990 and in 2010, became the best-selling of all time.
- 15 Because of its many models, Toyota's reputation that have been carried all in the last decade, Toyota has the highest value in the car with best resale value in the market.
- 16 In 2012, Toyota was named by Fortune magazine as one of the "World's Most Admired Companies" for the 13th consecutive year. Toyota was also named the Number One Motor Vehicle Company, and for the 10th year in a row.
- 17 Toyota's annual revenue is more than Honda and Nissan combined.
- 18 They have spent nearly \$300 million in philanthropic contributions.
- 19 Toyota has 100 operations in 120 countries and growing. Toyota has made sure they are responsible to our towns in nearly every country.
- 20 The company has 365,000 jobs in the United States alone.
- 21 Toyota is among the world's 500 most admired companies, according to the MIT Technology Review, which gave high marks for the new Mirai to the Toyota Research Institute. Toyota was one of only two automakers to receive this distinction award.
- 22 Toyota invests \$1 billion every year in research and development worldwide. They focus a lot of building better and safer cars.
- 23 Toyota is using advanced tools in its manufacturing plants in the US in order to reduce costs and improve quality. About 20 years later, their Toyota program is being used to teach locally through manufacturing. Toyota developed tools that even allow car tools help provide medical and nursing support, and assist people with limited mobility.
- 24 They have over 100 patents which is a record number.
- 25 Toyota is the first auto manufacturer to test a hydrogen fuel cell vehicle commercially, the Toyota Mirai.
- 26 Unlike conventional vehicle batteries, which have to be replaced every year or so, with a Toyota Hybrid car or SUV, you never have to change the battery. The motor of a hybrid vehicle runs on a special battery and lasts as long as the car or long as the vehicle.
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- 28 In October of 2013, virtually all Toyota models will come equipped with Toyota Safety Sense. Toyota Safety Sense includes features like vehicle cross-traffic alert, lane departure water pre-collision system to detect both pedestrians and vehicles, lane departure alert, and road sign assist.
- 29 Toyota is supporting the development of a Toyota car that will be light up the Olympic torch for the opening ceremony of the Tokyo 2020 Summer Games.
- 30 It's still a family business. Toyota CEO Akio Toyoda, like his predecessors, is a direct descendant of Sakichi Toyoda, the inventor of the automatic power loom.

A Little History



The Toyota Motor Corporation was founded in 1937, and was a division of the Toyoda Automatic Loom Works. While they are known (and famous) for their cars, they are still in the textile business.

The spelling of the name of the car company was changed to Toyota because when written in Katakana, it only takes eight strokes to write. The number eight is a sign of luck and good fortune in East Asian cultures.

When Kiichiro Toyoda, who was the son of the founder of Toyoda Automatic Loom Works, first started to plan Toyota cars, he originally got his ideas from the United States of America. He travelled there in 1929 so that he could get a better understanding of the way in which cars were manufactured because the war with China meant that Japan needed to start producing their own vehicles. This is why the early Toyota's are very similar to the Dodge Power Wagon and Chevrolet in terms of appearance.

At the time of the Korean War, Toyota was on the brink of total bankruptcy, and by June 1950 it has only produced 300 trucks. However, in the first few months of the Korean War, the USA ordered over 5,000 vehicles from them, which saved the company.

In 1957, they became the first Japanese manufacturer to compete in motorsports by taking part in the Round Australia Rally. This is because Toyoda believed that motorsports are the foundation of the evolution of car manufacturing, and the progression of the automotive industry as a whole. Now, 60 years later, Toyota still participate, and the reason remains unchanged.

On the Road and in the Factory

Toyota is a very popular brand. In fact, there are more Toyotas on the road than any other vehicle, and their durability is clear when considering the fact that 80% of the Toyotas that were sold 20 years ago are still active and on the roads today.

They have one of the most varied lineups of any automotive manufacturer, with nearly 100



different models that vary widely between different regions of the world. They're also the first motor company to produce over 10 million cars in one year alone, which they accomplished in 2013.

Since 1996, Toyota has manufactured and sold a Corolla every 37 seconds on average. However, in 2013, this rate increased to an outstanding 27 seconds on average, showcasing the popularity of this model. In fact, the Corolla has over \$40 million in sales, which makes it the bestselling car of all time - a title it earned in 2012.

Top Facts About Toyota: <https://www.osv.ltd.uk/learning/top-facts-toyota-need-know/>

Fame and Fortune

Fortune magazine named Toyota as one of the "World's Most Admired Companies" in 2017 for the third year in a row. It was also named the Number One Motor Vehicle Company for the third consecutive year, two titles that it is very proud to hold. Considering their annual revenue is more than Honda's and Nissan's combined, it is no surprise to see that they are held in such acclaim.

Toyota is among the world's 50 smartest companies, according to the MIT Technology Review, which gave high marks for the new Mirai and for the Toyota Research Institute. Toyota was one of only two carmakers to receive this distinctive award. They also hold over a thousand patents, which is a record number.

However, they are not all about the money. Toyota has given away nearly \$700 million in philanthropic contributions, helping to better the lives of people across the world. Not to mention the number of jobs they have created, with over 365,000 in the USA alone. Every hour, they invest \$1 million in research and development across the world in their bid to create better and safer cars for their customers to use.



Thinking of the Future

Toyota is the first manufacturer of cars to sell a hydrogen fuel-cell car on the commercial market, in the form of Mirai.

There are now ten million hybrids across the world that have Toyota's unique hybrid motor, all of which span across a range of different models of SUV and passenger vehicles.

Unlike conventional batteries for cars, which need to be replaced, the Toyota hybrids are said never to need to have the battery changed. The motor runs on a special lithium ion battery that will last as long as the vehicle - reducing long-term costs and creating a much smaller impact on the environment.

Looking further ahead, Toyota is also supporting the development of a flying car that is planning to be used to help light the Olympic flame at the opening ceremony of the Tokyo 2020 Olympics. If this succeeds, it could spell another breakthrough for this creative and innovative company.