

Delighting our customers


We aim to delight our customers in all aspects of their relationship with Toyota and to create Toyota fans for life. We believe that engaged and satisfied customers are fundamental to long-term business sustainability and take a customer-centric approach to all aspects of our business. A core principle of our business is kaizen, or continuous improvement, recognising that there is always a better way and ensuring the satisfaction of our consumers remains top priority.





We understand that customer satisfaction comes from the superior design, dynamics and customisation of our vehicles, as well as our ability to get the right product to our customers at the right time. Our customers also value high standards of service, including ease of communication with us, and responsiveness. We also know that, with more Toyota's on the road in Australia than any other brand, product quality and safety remain essential and a key contributor to our position as a trusted brand in Australia.


Customer engagement and satisfaction


Our aim to be a customer-focused organisation, forms a core part of our **Company Hoshin** and 2025 vision, and is integral to our culture. Putting customers first is enshrined in our long-standing Guest Charter, and this focus has been rewarded by our customers with a range of accolades:


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Reader's Digest
Quality Service Award 2020
Car Service Gold Winner
- 

Readers Digest
Trusted Brand – Winner
Cars Category 2020
- 

Drive Car of the Year
Toyota Hybrid RAV4
- 

CarsGuide 2019 Car of the Year
RAV4
- 

Leading automotive company (12th time)
BrandZ™ Top 100 Most Valuable Global Brands 2019
- 

Trusted Brands Australia
Most trusted automotive company
Annual Trusted Brand Survey

We are also proud of our achievements at 'Australia's Best Car Awards' for 2019, winning in five out of thirteen categories.



RACV's Tim Nicholson (right) presents Toyota Australia's Sean Hanley with Australia's Best Car awards



Australia's Best Car awards won by Toyota.

Product design and customisation

Our Australian customers require a range of vehicles to suit their needs across a variety of settings, from the urban environment, to rugged outback terrain. While all vehicles are imported from Toyota affiliates, Toyota Australia retains a strong hand in designing, selecting and customising vehicles. We have a team of over 150 designers and engineers dedicated to creating vehicles that meet the unique needs of the Australian market.

We are increasingly giving our customers the ability to customise their vehicles through a wide range of colours and genuine accessories. We also have advanced capabilities to create fully customised vehicles for particular purposes. For example, we are able to serve the demanding vehicle needs of the agricultural and mining industry, helping contribute to Australia's rural and regional economy.



Drive Car of the Year Awards

Toyota's hybrid RAV4 was crowned 2019 Car of the Year in Drive's prestigious annual motoring awards. The hybrid RAV4 – also named best mid-size SUV – won the award ahead of 19 other category winners. The current-generation RAV4, launched in May last year, is now Australia's best-selling SUV, offering customers a renewed sense of style, performance, refinement, advanced safety features and driving dynamics.

A second Toyota hybrid, a top-of-the-line Camry SL, was named best medium car, while Toyota's reborn GR Supra sports car and the 'king of the road' turbo-diesel LandCruiser 200 Series VX topped the judging in their competitive sets.

Delivering the right product in the right place at the right time

We maintain a physical presence right across Australia through our extensive dealer network. Managing a consistent and timely flow of vehicles across the country is achieved through the Toyota Production System, which provides efficient processes that also minimise the carbon footprint of transporting vehicles. This system is supported by sophisticated planning, alignment and cooperation between Toyota Australia and our dealer network so that our customers can access the right product when and where they require it.

Fleet sales

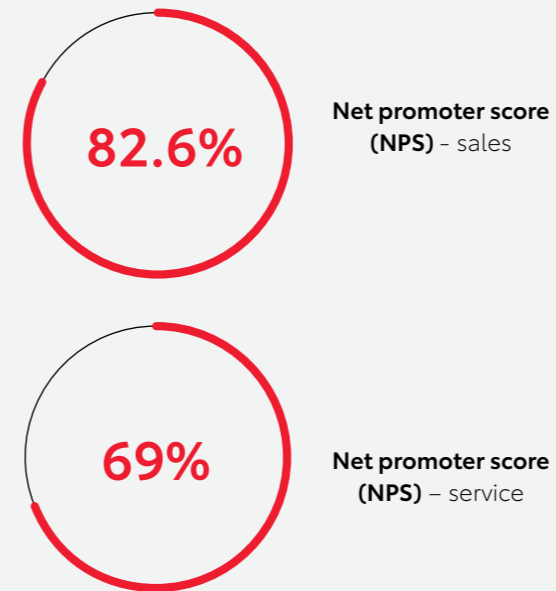
Toyota Australia's fleet customers comprise almost half of all vehicle sales. These customers include large and small businesses, not-for-profit organisations and government organisations. We serve these customers directly and via our specialised fleet dealerships. We aim to build collaborative, transparent partnerships with our fleet customers, gaining a deep understanding of their business so that we are able to add real value, and are proud to provide fleet management to some of the most successful companies in Australia.

Many of our fleet customer have an active focus on reducing their carbon footprint. This can be achieved through hybrid vehicle usage, car sharing to enable multiple drivers to access the fleet, and utilisation of mobile technology to track vehicle and driver behaviour. This makes them valuable partners on our own journey towards zero carbon mobility.

Customer service

Toyota's vehicle service network aims to be the most trusted in the country. We actively pursue this by ensuring staff have good problem-solving skills, and are trained to provide customers with an engaging and positive experience.

Sales survey results 2019/20



Toyota Australia's NPS results provide valuable insight into our customers, experience and the loyalty that exists in our customer relationships. We take these results seriously and are constantly reviewing how to improve the customer experience.

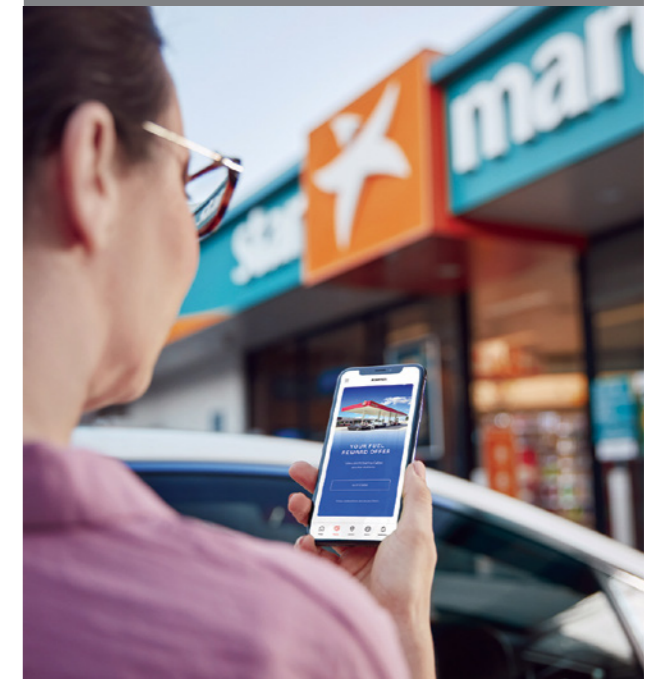
As we live in an increasingly connected and digital world, we must emulate this in the way we engage with our customers through multiple touchpoints and rapid responses. We support our customers through a range of channels to ensure everyone has the opportunity to interact in a way which is most convenient for them. This includes through dealerships, our Guest Experience Centre, and multiple online platforms. Customers can now view vehicle specifications, book a test drive and make purchases from our dealers online.

The myToyota app makes owning a Toyota a seamless experience, offering online access to a range of vehicle support and rewards offerings.

myToyota app enhances our customers' driving experience with the following benefits:

- Daily fuel discounts at participating Caltex service stations (conditions apply)
- Rewarded with exclusive offers and competitions ranging from sporting tickets, hotels and more
- Easy online service booking, including access to their digital logbook
- Stay connected and up to date on the latest recall information

For details, visit my.toyota.com.au



Product safety and quality

Toyota develops and manufactures vehicles with technological features that meet the needs of our customers. That is the reason our customers trust our brand and become Toyota fans for life.

We maintain this reputation with the Toyota Warranty Advantage – a minimum five-year manufacturer warranty for all new Toyota vehicles, which is in addition to customers' rights under the Australian Consumer Law statutory consumer guarantees. It provides private buyers with unlimited kilometres coverage. The Toyota Warranty Advantage provides a 60-day money-back guarantee for any failure that prevents the vehicle being driveable, and for any failure which has had multiple unsuccessful repair attempts, within 60 days of collecting the new vehicle.

This year we continued to expand the availability of Toyota Safety Sense (TSS) advanced technologies across our vehicles, with most new Toyota vehicles now including these technologies. TSS is an active safety package designed to support safe driving practices

Free Access to Safety Software

Toyota has expanded its commitment to global road safety by making software for its virtual crash-test dummies freely available to competitors and researchers.

Known as THUMS (Total Human Model for Safety), Toyota's proprietary software is designed to facilitate detailed computer analysis of the impact of collisions on vehicle occupants and pedestrians during crash-testing. This supports research and development of safety technologies including seatbelts, airbags and vehicle structures that help reduce the risk of injury.

THUMS is now used under licence worldwide by more than 100 vehicle manufacturers, parts suppliers, universities, research institutions and others. THUMS will be made freely accessible to everyone from January 2021, with no need for a licence, helping to further enhance safety across the automotive industry.

and help protect drivers, passengers, road users, and pedestrians from harm.

Information about the safety features of Toyota and Lexus vehicles sold in Australia can be found on our website at www.toyota.com.au or www.lexus.com.au.

Customer Service Exercise

In October 2018, we launched a Customer Service Exercise (CSE) to remedy potentially faulty diesel particulate filters (DPF) on certain Hilux ute, Fortuner and Prado vehicles with a 1GD-FTV or 2GD-FTV diesel engine. This involved proactively contacting all owners of potentially affected vehicles and giving them the opportunity to present their vehicle at their convenience and have the CSE performed free of charge. We have also extended our warranty on the DPF system to ten years from the first delivery date of the vehicle when new, with no limitation of kilometres, and have worked in conjunction with our parent company from a design perspective to ensure that this issue does not arise in new vehicles going forward.

Recalls

We approach any safety recall on our vehicles in line with Australian Consumer Law and the Federal Chamber of Automotive Industry's Code of Practice for automotive safety recalls. This comprehensive process includes dealer notifications, press advertisements, letters to impacted customers and government notification. We also publish up-to-date information on our website and provide avenues for customers to contact us with any concerns.

During the reporting period, Toyota and Lexus vehicles were involved in 14 recall campaigns due to potential faults. Information on all Australian product recalls, by category and brands, can be found on the Australian Competition and Consumer Commission (ACCC) recall site: www.productsafety.gov.au/recalls.

Takata airbags

Since 2013, Toyota Australia has been voluntarily recalling certain Toyota and Lexus vehicles produced between 2000 and 2016 that carried potentially faulty airbag inflators manufactured by Takata. The issue has

affected 100 million vehicles globally, and has caused 29 reported deaths and over 320 injuries.

The Takata airbags include an inflator propellant that has been found to degrade over time when exposed to moisture. This degradation causes the propellant to inflate with too much explosive force, causing dangerous sharp metal fragments to be expelled.

Following an Australian Competition and Consumer Commission (ACCC) safety investigation, the Australian Government issued a compulsory recall notice in February 2018 for all vehicles potentially affected by faulty Takata airbag inflators. The compulsory recall requires suppliers of affected vehicles to replace all defective Takata airbags in Australian vehicles by 31 December 2020.

We continue to work closely with the ACCC in relation to our obligations under the Recall Notice, and since September 2019 all affected Toyota and Lexus vehicles are now under active recall. The Recall Notice has requirements for percentage completion rates as set out in the [Quarterly Completion Schedule](#). The required rate to 31 March 2020 was 75%; as at that date our actual completion rate for both Toyota and Lexus models was 91%.

We attempt to contact affected customers via mail, phone, SMS, emails, myToyota app and face-to-face visits, urging them to bring their affected vehicles in for free repairs at the nearest Toyota Dealership. In the case of the most serious 'alpha' defects and other categories which Toyota has reclassified as critical, we request owners immediately stop driving their vehicle and arrange for free towing to our service centres for replacement parts. In cases where owners choose not to respond to us, we have tried to reach them through face-to-face visits to ensure their airbags are replaced as soon as possible. We ask owners to advise us immediately of updates to contact information through 1800 987 366, via their dealer, or by completing an online form.

Toyota owners can review affected vehicles through the following avenues:

- Toyota Australia [website](#)
- myToyota app

- Product Safety Australia [website](#)
- Industry-wide online checker [website](#).

We note that in January 2020 Toyota Australia commenced a voluntary recall in relation to another type of Takata airbag known as NADI.

In November 2017, a class action was commenced in the Supreme Court of New South Wales against Toyota in relation to the recalled Takata airbags. Toyota denies the allegations and is defending the class action, in which the trial is set to commence on 3 May 2021.

For further information on Toyota recalls and our approach to supporting our customers, please see our [website](#).

Data privacy and security

We recognise our role in protecting our customers' personal information, particularly as we move towards connected mobility. There are significant benefits to new technologies in our industry, but we take a precautionary approach when introducing them, to ensure that any personal information collected is appropriately managed and secure.

[TMCA's Privacy Policy](#) sets out our approach to the collection, use and disclosure of our customers' information, in accordance with Australian Privacy Principles. This includes a requirement to obtain customers' consent for any sensitive information collected.

TMCA's Information Security Management System Policy is based on ISO/IEC 27001:2013 Information Security Management. This system covers both third-party information held by TMCA, and TMCA information held or managed by others. This is managed by the Information Security Management Committee, which regularly reviews the current systems and processes to identify opportunities for improvement and reports directly to the Executive Team.

Our framework to investigate, manage and notify Australian regulators of any data breaches complies with the Notifiable Data Breaches Scheme under the [Australian Privacy Act \(1988\)](#) (Cth). There were no notifiable data breaches during the reporting year.