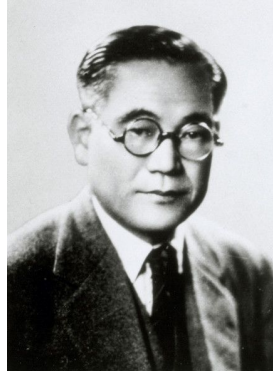


Ethan Cramer

## The Evolution Of "Toyota"

# THE STORY OF HOW ONE BOY'S DREAM MADE AN EMPIRE



## Starting out

In the late 1800's a young boy named Sakichi Toyoda worked for his father as a carpenter, but his mother worked as a loom manufacturer. Loom making was strenuous work because it involved a lot of work and time. Sakichi came home from work and saw his mother working. The thing that stuck out to him most was how hard she was working. At this moment that Sakichi decided to create an automatic loom making machine (coldfusion).

With a lot of lashback from his father and no help from anyone else, Sakichi made his machine design. He submitted it for patent and it was approved by The Japan Board of Science. From there Sakichi Toyoda founded "Toyoda loom works." The machine was one horse power and made looms 3-4 times as fast as a person could.(coldfusion). Toyoda loom works was a success. Over the next ten years Toyoda climbed to the top of Japan's struggling economy and was in the top ten list of companies in Japan at the time. While Sakichi's original dream came true, what Sakichi really wanted, was the automobile(Kim).

Though Toyoda loom works was successful, when Sakichi went to the US with his wife, he was completely astonished by the innovation and the automobile in the US. Sakichi came

---

---

back to Japan and sold his patent and designs of the loom machine to a British company for one million yen(coldfustion). He planned to use this money to develop his own automobile but he had become sick with something that seemed to be a type of flu which ultimately lead to his death. Before he died, Sakichi gave this yen to his son,Kiichiro Toyoda, on one condition: *“He had to use this money to develop japan's own automobile.”* Two years after this Sakichi Toyoda died at the age of 63. February 14, 1867 – October 30, 1930(Toyota Founder Dies).

After his Father died, Kiichiro went to the US and studied the cars of the US in 1930. He toured Ford factory and two other factories at and near Detroit. He noted that the cars of that time were too big and too expensive. Kiichiro then went back to Japan and found out that Japan was offering money to any entrepreneur who could design Japan's very own automobile. He took this as a sign and spent the next three to four years designing Japan's own automobile. After much work and trial and error he came out with the *“Model A”* engine in 1933 and finally established *“Toyota motor works.”* Two years later in 1935 Toyoda came out with their first car: *“The Type AA.”* (The Editors of Encyclopædia Britannica) Kiichiro Toyoda died in 1952, but his company continued to grow. (Toyota Founder Dies)

In 1966, Toyota introduced its compact Corolla model, which in 1997 became the world's best-selling car with more than 35 million sold at the time(Toyota Corolla Generations). The oil crisis of the 1970s made Toyota's small, fuel-efficient vehicles increasingly attractive in America. Toyota continued to be responsive to the needs and desires of American car-buyers. In the 1980s, the automaker launched the popular *Camry* compact car and *4Runner* sport utility vehicle. Toyota's luxury car line, *Lexus*, debuted in the U.S. in 1989(Toyota History). The automaker introduced the planet's first mass-produced hybrid vehicle, the *Prius*, in 1997 in Japan and worldwide in 2001. By the end of the 1990s, Toyota had produced over 100 million vehicles in Japan and became the top car company in the world, but only to lose this title in 2008 to *“Volkswagen”* but regain the title in 2015(coldfustion).

In 2008, Toyota reached another milestone when it sold more cars and trucks than General Motors—8.97 million vehicles versus 8.35 million vehicles—and claimed the sales crown that the American auto giant had held for more than 70 years. However, Toyota, like the rest of the auto industry, was hurt by the global financial crisis and in May 2009 reported the

---

company's first-ever annual loss. Since then, Toyota has made nothing but profit and stayed at the top of the auto sales(Toyota History)

## Toyota's History in The United States

Toyota Motor Sales, U.S.A., Inc., was formed Oct. 31, 1957, establishing its headquarters in a former Rambler dealership in Hollywood, California. Sales began in 1958 and totaled a modest 288 vehicles – 287 Toyopet Crown sedans and one Land Cruiser. This was expected because at this time most Americans owned and were used to the “standard” big and bulky American cars like the iconic 1957 Chevrolet Bel Air convertible and the 1958 Hudson Hornet(Toyota Logo).

The legendary Land Cruiser, which quickly gained a reputation as a durable, all-terrain vehicle, carried the Toyota flag in the United States until 1965 when the Toyota Corona arrived. Corona, the first popular Toyota in America, was designed specifically for American drivers. With a powerful engine, factory-installed air conditioning and an automatic transmission, Corona helped increase U.S. sales of Toyota vehicles threefold in 1966 to more than 20,000 units(ToyotaGlobalNews)

After this happened, Toyota became unstoppable with sales, and ever since then, sales have only gone up. As more Americans discovered the quality and reliability of Toyota products, sales continued to soar. By July 1967, Toyota had become the third-best-selling import brand in the United States(coldfustion).

The thrifty Corolla was introduced in 1968 and, like the Corona, was a huge success with American drivers. Corolla has since become the world's all-time best-selling passenger car, with over 30 million sold in more than 140 countries(Toyota Corolla Generations)

In 1972 Toyota sold its one-millionth vehicle. By the end of 1975, Toyota surpassed Volkswagen to become the No. 1 import brand in the United States. Three years later, in 1978, Toyota won the "Import Triple Crown" by leading all import brands in sales of cars, trucks and total vehicles. Still Today toyota holds that record and probably will for a long time(Toyota History)

The 1970s were a great time for Toyota because of the oil crisis in America. The majority of quotes from American car salesmen sounded like: *“People would buy the standard*

---

*American, then come back, leave it on the lot and say I can't afford it Mister."* (Toyota History) This means that car dealers in the US said that people would buy an American car then the very next day bring it back and get another foreign car (mainly Toyotas) because they couldn't afford the car and its gas at the time because of the oil crisis (Toyota History).

As Toyota's presence in America grew, the company sought a larger role in communities across the nation. So, to commemorate the company's 30th anniversary in America in 1987, Toyota established the Toyota USA Foundation with a \$10 million endowment and a mission to make Toyota a leading corporate citizen (Toyota | Our Story)

In 1989, Toyota branched out by establishing a luxury line of vehicles with the debut of the Lexus LS 400 and the ES 250. Highly acclaimed cars, plus exceptional customer service, quickly became the hallmark of Lexus. In 1991, Lexus earned the title of No. 1 luxury import in the United States, surpassing both Mercedes Benz and BMW. That year, the brand also dominated three independent J.D. Power and Associates quality surveys, being named top nameplate in Customer Satisfaction, Sales Satisfaction and Initial Quality (Company History)

Toyota continued its strong growth through the 1990s. A highpoint came in December 1997 when the Toyota Camry first earned the title of No.1-selling passenger car in America. Toyota also launched its first full-sized pickup, the Tundra, in 1998. At this point Toyota is considered to not only be an amazing car company throughout the world, but the number one car company in the world (coldfusion).

## TOYOTA TODAY

As of 2012, Toyota was the largest car manufacturer of 2012 in the whole world and in 2014 was the twelfth-largest company by revenue, which exceeded ¥22.064 trillion. In July of last year, the company also celebrated producing its 200-millionth vehicle and even won an award for producing more than 10 million vehicles per year (coldfusion).

---

Toyota closed out 2015 with yet another major announcement as Toyota Motor Corporation stated that it will establish a new company, Toyota Research Institute Inc. (TRI), as an R&D enterprise with an initial focus on artificial intelligence and robotics(coldfusion).

Not only is Toyota a successful automobile company, it is also the largest forklift manufacturer and makes other machines such as lawn mowers and other tools. The company still manufactures sewing machines and “*Toyoda Loom Works*” is still an active company in Japan(Toyota History)

Toyota is also in concept cars and their designs. Toyota is the largest concept car producer in the world. Just recently at the 2018 CES (Consumer Electronics Show) Toyota came out with “*e-Palette, a multifunctional, moving city*”. With this “e-Palette” toyota can revolutionise how a event is with food trucks and vendors. It can also change the way transportation takes place and how buses go. Businesses could also invest in this e-Palette and use it as a mobile work space. This e-palette is definitely going to be the next big thing that toyota does(CNETTV)

Toyota is also in over 180 countries throughout the world where the company “*Mcdonalds*” isn't even in 100 countries. Toyota is also considered to be one of the most recognisable companies in the world. They also have 83 factory plants throughout the world and own over 25 companies in Japan. Toyota owns shares in about 50 other companies and used to own 27% of “*Tesla motors*” before they became competitors. Toyota is practically one of the biggest companies in the world and you can thank Japan’s “mindset” for that: “*The relentless pursuit of perfection*”(coldfusion).

## Conclusion

It is fair to say that if a person looked at an Toyota logo today they would be able to easily identify the logo right away. It is this fact that makes Toyota such a successful company. In a list of the top 500 best companies according to revenue, Toyota is ranked number 5. The

---

big idea is that Toyota was just a little boy with a dream to begin with but after struggles with war times and setbacks, Toyota is practically one of the biggest companies in the world and you can thank Japan's "mindset" for that: "*The relentless pursuit of perfection*" is what Toyota lives by when it comes to life, business, and practically everything else. This is all clearly shown in Toyota's history and business today.