

# **PRESS RELEASE**

## **TOYOTA GHANA CELEBRATES 10 YEARS IN GHANA**

Ten years ago, Toyota Ghana was born out of Ghamot. We took over as the sole distributor authorized by Toyota Motor Corporation (TMC) to sell and service Toyota vehicles.

We have grown gradually in all aspects of our operations and are striving to become the leading and most respected automobile company in the country today.

Over the years, our philosophy of Kaizen (continuous improvement) and Customer Satisfaction have evolved, but continue as the ultimate drivers of our success. We still remain focused on providing the Ghanaian consumer with reliable, dependable and superior products.

## **OUR HISTORY**

**TOYOTA GHANA COMPANY LIMITED** was incorporated in Ghana in January 1998 by the investment of Marubeni Corporation, Japan and its group of companies and started operations in April 1998.

Under the Ghana Government Divestiture Programme, Toyota Ghana took over the operations of Ghana Motor Company Limited (Ghamot, formerly Fattal Brothers) by acquiring some Assets of interest in the then Ghamot. Our principal activity is the sale and distribution of new Toyota vehicles and the provision of After-Sales support for the vehicles.

In June 2007, Marubeni Corporation, Japan, became the sole shareholder of the company.

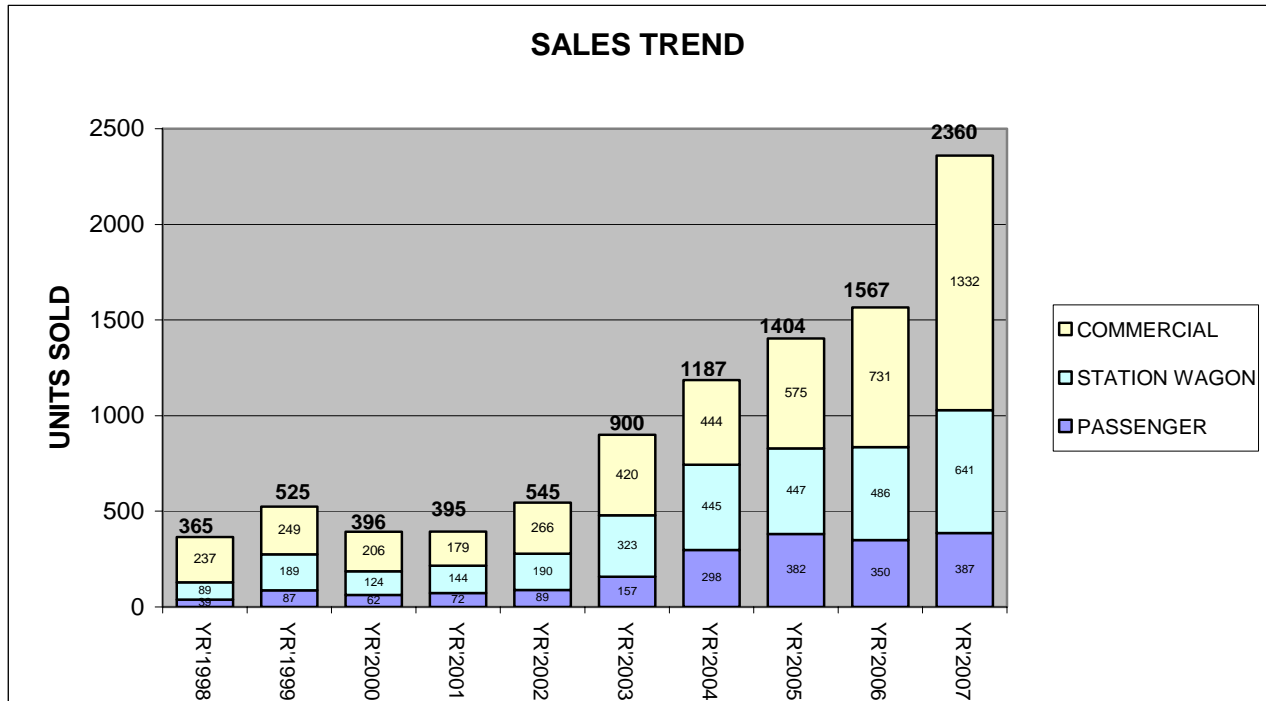
Toyota Ghana Company Limited is the sole representative of Toyota Motor Corporation of Japan (TMC) authorized to deal in the sale of Toyota products in Ghana.

## **OUR OPERATIONS**

Toyota Ghana Company Ltd (TGCL) has since its inception, strove to attain higher heights. These achievements have been diverse. As outlined below, some of these areas include:

## 1. Sales Growth

In 1998 when we started, we sold 365 vehicles, a far cry from 2007 sales of more than 2,300 units. The breakdown of our sales growth is provided below:



## 2. Products

We have the widest range of vehicles in this country that meets the diverse needs and changing tastes of our valued customers. Our product line-up varies from saloons to trucks with a range of 1.3 litre to 4.5 litre engines. Our range of vehicles includes:

- Passenger cars – we have the Yaris, the Avensis, the New Generation Corolla and the Camry.
- Station Wagons - for the Station Wagons, we have the Fortuner, the RAV 4, the Prado, the Land Cruiser 200 and the Land Cruiser Hard Top.
- Commercial vehicles - these come in Pick-ups, Trucks and Buses. They include the Hilux, the Land Cruiser pick-up, the Dyna truck, the Hiace and the Coaster.

Since the introduction of the IMV Hilux in January 2006, there has been a drastic increase in sales. With the launch of the New Generation Corolla and the Land Cruiser 200 in January this year (2008), we anticipate even a bigger boom in our future sales.

### 3. **Customer Satisfaction Schemes/Market Innovation:**

- **Extended Warranty Condition** – from 1year/20,000km warranty for any vehicle sold in 1998 through 2years/50,000km in 2003, today, we offer 3years/100,000km whichever comes first. Toyota Ghana is the first auto company to introduce this kind of warranty and ours is one of the best conditions in the Ghanaian auto market.
- **Customer Service** - In line with our action plan to improve the level of customer satisfaction, we established a new department solely responsible for Customer Satisfaction. Their main function is to listen to customer voices with the view to satisfying the customer and establishing structures to prevent customer dissatisfaction. Since their creation, our Customer Satisfaction Index (CSI) has risen to 82.3% from around 72% previously.
- **Expansion of Service Network** - To take care of the service needs of customers who use Toyota vehicles in other regions, we have opened a branch in Tarkwa (apart from the one in Kumasi) to cater for the mining community. We have also adopted a strategy through the appointment of what we call TGASS – Toyota Ghana Authorised Service Shops. The idea is to select notable garages in the regions, give them the requisite training to attain the standard Toyota skill and professionalism to handle Toyota vehicles with genuine Toyota spare parts. So far, we have certified two of these candidate service shops – Kwansa Auto Ltd in Takoradi and Ansuare Company Ltd in Tamale. We plan to replicate this to cover the whole Country.
- **Mobile Service Van** - We introduced Mobile Service Vans in Kumasi dedicated to certain areas like mining and the remote areas for customers who cannot easily access our facilities. Currently, we are building another one for Accra to provide emergency services to customers who develop problems on the way and need quick help to get them to our workshop.
- **Users' Conference** - To provide an interactive forum to update our valued customers on the Company's activities, new technologies and also afford them the opportunity to express their concerns to us, Toyota Ghana organizes a Toyota Users' Conference annually.

#### **4. Technological Innovation**

Toyota Ghana is connected to the secured website of Toyota Motor Corporation (TMC), Japan. This connection gives Toyota Ghana real time access to TMC's information databases. The easy access to this database facilitates our quick resolution of all technical issues the Toyota way. Some facilities at the secured website are:

- ❖ **OASIS** – Overseas After Sales Information System and **TSIN** – Toyota Service Information System. These are secured Internet programmes that allow Toyota dealers to share technical information and knowledge worldwide.

#### **5. Ecological Issues**

In line with Toyota's maximum concern for the environment, we have implemented environmentally conscious policies and have so far been successful in installing the following environmentally-friendly equipment in our Accra Kumasi and Tarkwa workshops:

- **Waste Oil Reservoir** – we, in collaboration with Mobil Oil Ghana (now Total Petroleum Ghana Ltd) installed a waste oil reservoir to collect all waste oil and store in a reservoir, which then disposes it of appropriately without causing any hazard to the environment. Most of the waste oil is sold to recycling companies in Tema.
- **Waste Oil/Water Separator** - this equipment separates waste oil from water. The oil is then trapped while the water is allowed to flow. This equipment prevents water bodies from being polluted by waste oil from our workshop.
- **Robin Air Equipment for Recovery/Recycling and Recharging of Air-conditioning Gas** - this system prevents the leakage of gases into the air. The equipment is used to recycle air-conditioning gases in vehicles' air condition systems during repairs. This prevents the release of gases that pollute the ozone layer into the atmosphere.

#### **OUR CHALLENGES**

In our ten years of dedicated service, our greatest challenge has been the capacity to meet the service needs of the growing number of people who are increasingly patronizing our products for

their reliability and dependability. The whole country has also been awash with the influx of foreign specification vehicles.

In addressing the service capacity needs of our growing customers, we have expanded our service network as outlined under our operations. In Accra, we have also introduced a shift system in our workshop. Since this innovation, our service intake has increased by almost 20%.

For the importation of non-Ghana specification Toyota vehicles, we have, as a form of education, developed manuals for distribution explaining the benefits of buying made for Ghana Toyota vehicles from the authorised distributor. In this, we educate our customers that Toyota vehicles imported by Toyota Ghana have additional quality features that comply with our fuel quality, our type of road or terrain, our weather/climatic conditions and even our environment. Indeed all our vehicles are designed with severe usage package, dust and body rust protection. We also publish this periodically for public education and awareness.

### **OUR PROSPECTS/FUTURE PLANS**

The future looks bright for Toyota Ghana. We envisage expanding and selling over 3000 vehicles yearly by 2010. To accommodate this volume of sales, we are committed to implementing three key activities with an eye on the next 10 years operation.

The first of these is "Quality Improvement". The quality of Toyota products improves year by year, and our target is to improve the quality of our sales communication and service activities to the highest level in Ghana. We aim at Toyota global standards. We plan having more interactive communication with our customers, for example, we have re-designed our website to make it friendlier, more interesting, more interactive and modern. Our head office building is also being given a more modern and attractive look. Our key target in this area is to ensure total customer satisfaction by 2010.

Our second key activity is the "Expansion of our service network". In order to meet the service needs in proportion to new car sales, we will be opening another 2S (Service and Spare Parts) branch in Tema soon. We are also considering constructing another workshop in Accra, and more Toyota Ghana Authorized Service Shops (TGASSes) will be signed on. We will also expand the service capacity of our existing workshops. Our target is to maintain a 100% service covering ratio.

The third key activity is “Corporate social responsibility”. We would like to become the most admired automobile company in Ghana, and to contribute to the society as a good corporate citizen. In line with this, we have mapped out a lot of activities to benefit the Ghanaian society. We are focusing on health, education, and safe driving.

### **CONTRIBUTION TO THE GHANAIAN SOCIETY**

In the course of our ten years of existence, we have made a significant impact on the Ghanaian society in general and particularly, on Health, Education, Sports and road safety.

In the area of health, we:

- Donated an Ambulance to the Korle-Bu Teaching Hospital in 1998.
- Adopted a wing at the Plastic Surgery and Reconstruction Unit, renamed it the TOYOTA WING and started making cash donations to them.
- Donated to the Kaneshie Polyclinic, the National Sanitation Week (Infocus PR), the College of Medical Sciences, the Infanta Malaria Prevention Foundation, the Nurses and Anesthetics, Ghana Health Service, Ghana Heart Foundation, etc.
- Provided medical equipment (Patient Monitor and Suction Units) to the Plastic Surgery and Reconstruction Unit.
- Supported Our Lady of Grace Hospital in Breman Asikuma in the acquisition of a Hilux Pick-Up for their eye screening campaign.

In sports and education, we:

- Sponsored the Poem of the 26<sup>th</sup> MTN Africa Cup of Nations Tournament.
- Donated to the Black Stars for the 2006 World Cup Tournament.
- Supported juvenile football.
- Donated one New Generation Toyota Corolla to the Ministry of Education, Science and Sports to support the 26<sup>th</sup> MTN Africa Cup of Nations.
- Supported the Accra Regional Physical Education Unit of GES to procure a vehicle
- Supports the National Best Teacher Awards
- Supports Students In Free Enterprise Ghana (SIFE)

On road safety, we:

- Have (until recently) been sponsoring a programme on JOY FM called “Arrive Alive” dedicated to the discussion of road safety issues.
- Sponsored the African Road Safety Conference held in Accra
- Sponsor a weekly front page strip in the *Daily Graphic* devoted to tit-bits on the proper maintenance of vehicles.

Aside these, we have done a lot for humanity generally. Toyota Ghana is supporting an NGO – Family Tree Foundation in their quest to build an Orphanage to house the homeless. Many other such worthy causes we have contributed to include the Ghana Society for the Physically Disabled, the Northern Disaster Victims, the Asante Akim Disaster Victims, the Rotary Club, the SOS Children’s Village, the Ghana Wildlife Society, the Environmental Protection Agency, the development of local Tourism, the Ghana @ 50 Anniversary celebrations, help to breast cancer patients, KNUST Mechanical Department, University of Cape Coast Alumni Association, Children’s Literature Foundation, etc.

### **OUR 10<sup>TH</sup> ANNIVERSARY ACTIVITIES**

To celebrate our Aluminum anniversary as a socially responsible corporate citizen, we are:

- Donating blood to the Ridge Hospital Blood Bank through the Kaneshie Poly Clinic - April 1<sup>st</sup>.
- Donating a Hiace Bus to the Korle-Bu Plastic Surgery & Reconstruction Center April 8<sup>th</sup>
- Organising a Toyota Users’ Conference to update our customers on operations and provide them a forum to express their concerns to us – May 2<sup>nd</sup>.
- Organising an Open Day to expose our customers to the state of the art facilities we have and affording them the opportunity to see at first hand the processes their vehicles go through during servicing, with the forum to ask us questions – May 3<sup>rd</sup>.
- Organising a clean-up, tree planting exercise and road safety campaigns in Kumasi – April - June.
- Giving the Tarkwa Community Library a face-lift and donating children’s books to them - July 25<sup>th</sup>.
- Having a Toyota Family Fun Day to informally interact with customers and their families while having fun – August 9<sup>th</sup>.

- In association with the Graphic Communication Group, we will have a Free medical screening for the residents of Adabraka, Nima and its environs – Sept. - Nov.

***(NB: Some of the scheduled dates are tentative).***

As we celebrate ten years of dedicated service to mother Ghana, we pledge to give our customers peace of mind motoring and best vehicle ownership experience for the next decade and beyond.

**TOYOTA, Driving Ghana Forward!**

Signed  
Ama Orleans Asante  
Public Relations Manager

**END**