## Philosophy of Optimization through Technological "Commitment" and Placing "Customers First"

Director Ritsu Katsuoka



Due to the effects of the recent rise in gasoline prices in the United States, sales of hybrid cars have increased. Currently, although Toyota is manufacturing hybrid systems in 22,000 cars per month, most are being exported to the United States and are therefore difficult to buy in Japan. In addition, fuel-efficient and convenient compact cars, such as the Vitz (Yaris), are also selling well in both Japan and overseas.

This rise in the popularity of hybrid systems is due to perseverance in improving the performance of batteries and improvements in the yield of super-power controlling elements, as well as optimization through technological commitment toward expanding the popularity of hybrid cars, such as with optimal control systems.

In addition, optimization through a commitment through technologies aimed toward reduced weight, improved safety, improved fuel efficiency, and "improved convenience" has contributed to the dominance by compact cars.

We live in an era in which users recognize the value of a variety of optimization commitment technologies for achieving the concepts common to all cars: "environment", "safety", and "convenience". In other words, the commitment to optimization for "environment", "safety", and "convenience" is the most important aspect of placing the customer first.

It is important for us to realize that we first achieved the philosophy of placing the customer first when our customers recognized the value of our technological commitment to "environment", "safety", and "convenience". Of course, the basic conventional automobile concepts of "driving", "turning", and "stopping" form the basis for the pursuit of "environment", "safety", and "convenience", which form the added value on top of this foundation.

Therefore, in order to achieve recognition for this added value, we must of course unfailingly ensure the basic functions of "driving", "turning", and "stopping". Technological commitment, which for the first time means there is the ability to unfailingly ensure the basic functions, is the same as placing the customer first.

In addition, we naturally must not forget that the element of "cost" is linked to "commitment", the value of which our customers will recognize. Customers always measure the value of technologies for "environment", "safety", and "convenience" against "cost". Therefore, procedures such as optimization plans and optimal manufacturing processes aimed toward keeping costs to a minimum are included in optimization through technological commitment.

Many of our products have become closely linked to "environment", "safety", and "convenience". In addition, with the release of these products to the world, there has been an increase in the influence on the "environment", "safety", and "convenience" of these products, as well as technological themes for improving basic functions.

The development and manufacture of these products can be referred to simply as "optimization" toward maximum functionality, maximum quality, and appropriate cost. This is our technological commitment for optimization.

We wish to continue optimization through technological commitment in the future in order to maintain our philosophy of placing the customer first.

Ritzu Katsuaka