



# Toyota

Toyota Motor Corporation is a Japanese automobile company with its headquarters in Toyota City, in Aichi Prefecture. The company was founded in 1933 by Sakichi Toyoda as a branch of Toyoda Automatic Loom Works. Three years later, in 1936, the company produced its first car, the Model AA sedan, and the following year became the Toyota Motor Corporation under the leadership of Sakichi Toyoda's son Kiichiro Toyoda. Since then, the company has experienced exponential growth ranking among one of the top 10 automobile companies in the world. Looking closely at Toyota's logo reveals the letters of the now world famous company.

WWII impeded development during the first decade of the company's existence. After the war, the company's first big decision was to expand into the United States. Toyota Motor Sales, U.S.A. was established in 1957, and the first car they produced for the U.S. was the Toyopet sedan. In the beginning, the Toyopet was a complete failure, however, after being redesigned and renamed the Toyota Corona, the sales went through the roof. This car's success marked the beginning of Toyota's rise to greatness.

In the following decades, Toyota continued to grow and expand, acquiring other companies among which were Hino Motors, Daihatsu Motor Company and Nippondenso, which manufactured buses, trucks and electrical auto components. It didn't take long before the company became the largest and most trusted car manufacturer in Japan. Toyota started producing a luxury brand called Lexus, with their first vehicle simply known as the LS. The company then made a step towards sustainability with the release of the Prius in 1997. The Toyota Prius was the world's first hybrid vehicle available for purchase to the general public.

Today Toyota distributes vehicles and parts to 170 countries and regions across the world. The company also manufactures boats, steel, rubber, and automatic looms as well as working with raw materials like cork, wool, and cotton. Other divisions of the company even deal with real estate. In addition to all this, Toyota is working on preserving the environment by replacing fossil fuels in with green fuels, improving the productivity of Japanese agriculture by breeding functional and durable crops and helping to create a recycling-oriented, hydrogen-powered society that won't have to rely on non-renewable resources.

Much of Toyota's success so far has been thanks to the brand's reliability and the low-cost maintenance of their vehicles. However, in recent years, the competition has been upping their game, and manufacturers like Volkswagen and Tesla threaten to surpass Toyota by creating cheaper and more efficient hybrid and electric vehicles. What remains to be seen is whether or not the competition will prevail. Can Toyota surpass their own achievements and preserve their spot at the top of the automotive industry?

## Vocab Match

Name: \_\_\_\_\_

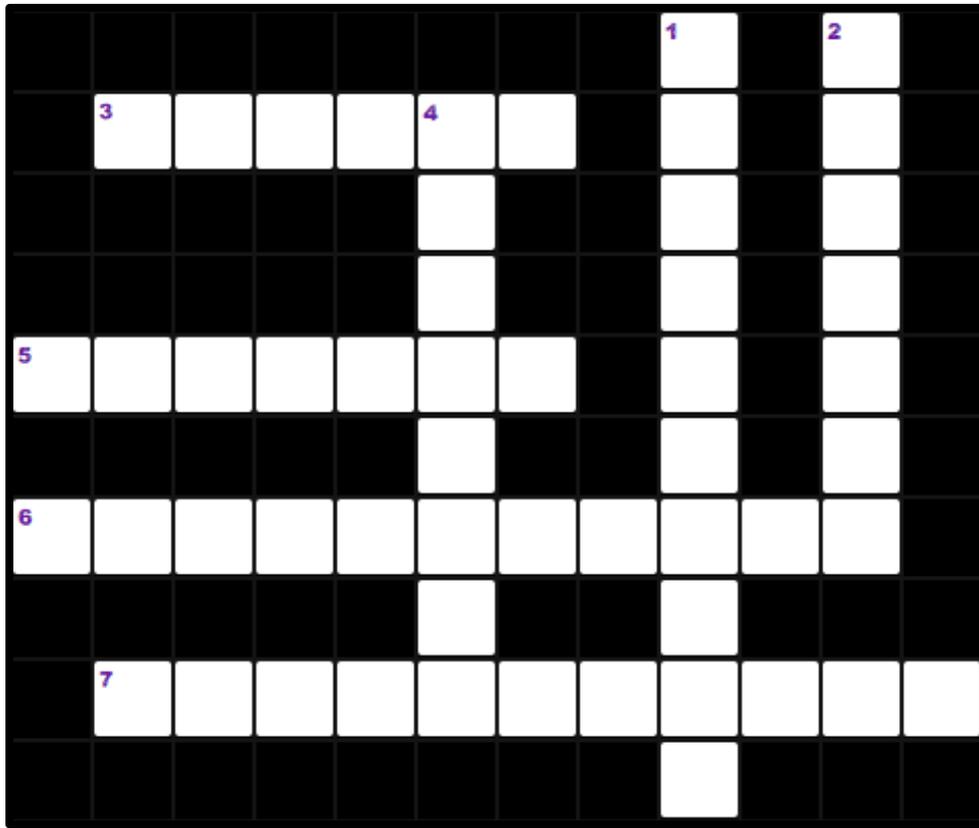
Word	Answer	Definition
1. loom	1. ____	a. noun- a section of an organization
2. division	2. ____	b. adjective- able to be maintained at a certain level indefinitely
3. exponential	3. ____	c. verb- make something using machinery
4. impede	4. ____	d. verb- create an animal or plant for a particular purpose or quality
5. manufacture	5. ____	e. verb- prove more powerful or superior
6. distribute	6. ____	f. noun- a machine for making fabric
7. sustainable	7. ____	g. verb- to deliver goods to retailers
8. breed	8. ____	h. adjective- able to withstand damage
9. durable	9. ____	i. adjective- great, significant
10. prevail	10. ____	j. verb- to interfere with the progress of something

## Discussion Topics

1. Which industry do you think is the biggest contributor to global warming?
2. Do you think electric cars will replace gas cars in the future?
3. What are some ways in which large companies can reduce their negative effect on the environment?
4. Name a vehicle you have never been in, but would like to go for a ride in.
5. What are some alternative means of transportation?

Name: \_\_\_\_\_

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## Hint!

### ACROSS

- 3 verb- to interfere with the progress of something
- 5 verb- prove more powerful or superior
- 6 adjective- able to be maintained at a certain level indefinitely
- 7 adjective- great, significant

### DOWN

- 1 verb- to deliver goods to retailers
- 2 adjective- able to withstand damage
- 4 noun- a section of an organization

Name: \_\_\_\_\_

## **Quiz**

**1) Where is Toyota's headquarters?**

a. Osaka b. Tokyo c. Toyota d. Kyoto

**2) Who founded Toyota?**

a. Kiichiro Toyoda b. Sakichi Toyoda c. Akio Toyoda d. Kiichiro Toyota

**3) What interfered with Toyota's development during its first decade in business?**

a. WWI b. famine c. WWII d. a global financial crisis

**4) What was the name of Toyota's first car produced for the U.S.?**

a. Toyopet b. Toyocat c. Model AA sedan d. Lexus

**5) According to the text, Toyota Prius is a \_\_\_\_\_.**

a. a luxury vehicle b. a boat c. an electric car d. a hybrid

**6) According to the text, Toyota distributes vehicles to how many countries and regions?**

a. 100 b. 130 c. 150 d. 170

**7) What else does Toyota produce besides vehicles?**

a. toys b. rubber c. kitchen appliances d. clothes

**8) What's one of the things Toyota does to reduce its negative effect on the environment?**

a. tries to reduce the use of fossil fuels b. makes its employees ride bicycles to work c. recycles d. plants trees

**9) What can be seen in the Toyota logo?**

a. a car b. a truck c. a word d. a planet

**10) According to the article, which companies threaten to surpass Toyota in the future?**

a. Ford and Honda b. Volkswagen and Ford c. Volkswagen and Tesla d. Tesla and General Motors

# Key

Matching	Quiz
1. f	1. c
2. a	2. b
3. i	3. c
4. j	4. a
5. c	5. d
6. g	6. d
7. b	7. b
8. d	8. a
9. h	9. c
10. e	10. c

**PROJECT:** Students present on low-cost green technologies, how they work and how they benefit society.

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Source: <https://www.britannica.com/topic/Toyota-Motor-Corporation>,

<https://www.manufacturingglobal.com/people-and-skills/toyota-way-how-automotive-giant-manages-health-and-safety>

<https://www.toyota-global.com/>

<https://www.bizvibe.com/blog/top-10-automobile-companies-in-the-world/>