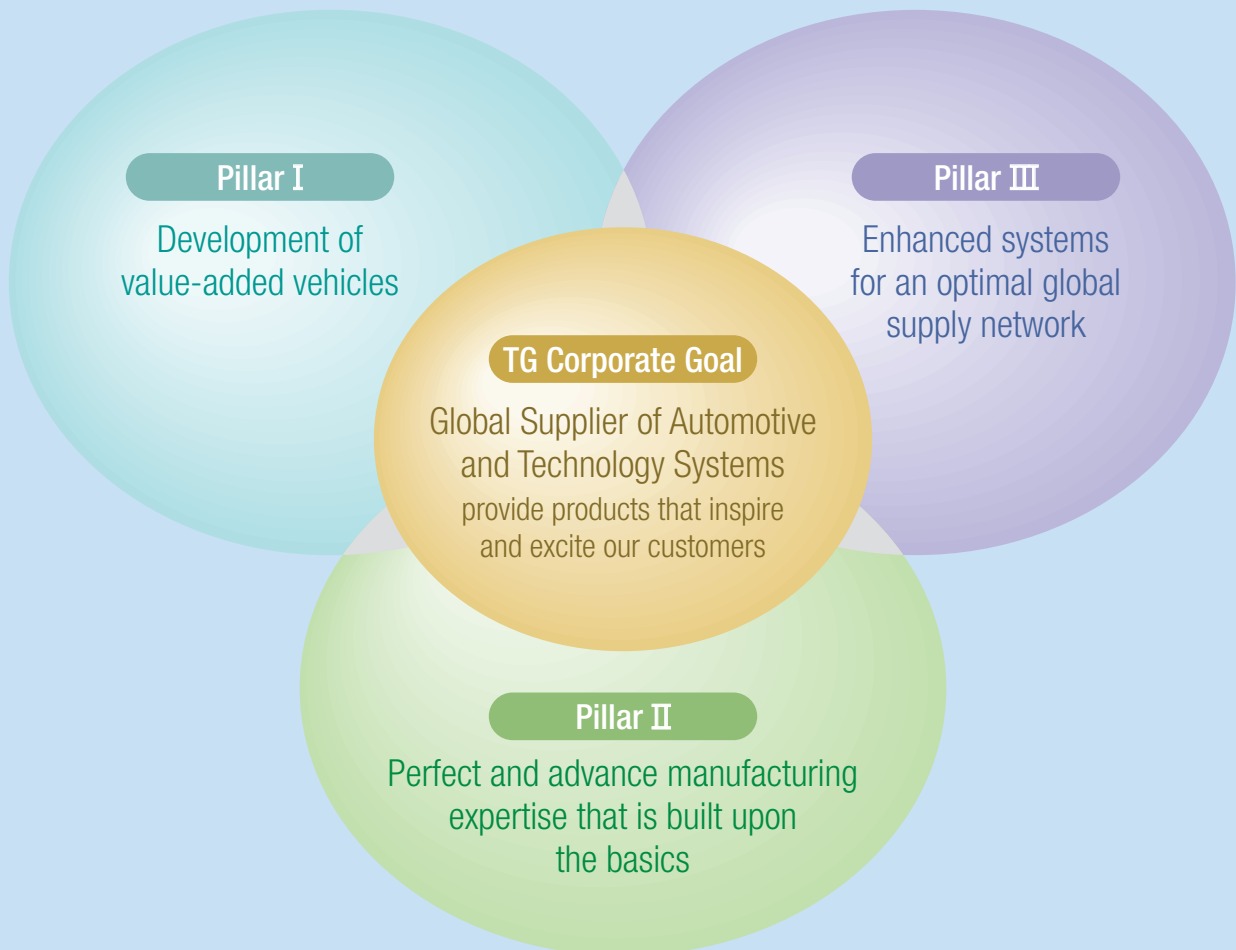


TG 2010 VISION

Back to the Basics, Build for the Future

Toyota Gosei upholds the TG 2010 Vision, aiming to become a leading global supplier of automotive and technology systems and components.

Our Vision is based on the concept of going back to the basics in every aspect of our operations in order to build for the future. By offering world-class quality products, we strive not only to satisfy customers but also to inspire them.



Setting the stage for tomorrow through innovative manufacturing

Toyoda Gosei has grown steadily since its establishment largely on the strength of capabilities in polymer technologies. The company has become a trusted supplier of automotive system components of polymeric and other materials, and it has built a global presence that includes 44 plants in 16 nations and regions.

We strive constantly at Toyoda Gosei to set the stage for new possibilities in automobiles and in other products. Our work in the automotive sector focuses on the immense themes of safety and environmental protection. We strive to create products that will maximize safety for vehicle occupants and for pedestrians. We work in every way possible to minimize the environmental impact of our products and our manufacturing operations and to contribute to social sustainability through recycling and other measures.

An excellent example of Toyoda Gosei innovation that has spawned exciting possibilities in several product sectors is our optoelectronics business. In 1991, Toyoda Gosei developed the world's first blue light-emitting diode (LED), and optoelectronics has since become an important line of diversified business for the company. That business epitomizes our commitment to helping shape a better world through innovative manufacturing.

Earning the regard and trust of the global community

We issued a medium-range management plan in 2004 as the Toyoda Gosei 2010 Vision. That vision is a blueprint for becoming a global system supplier. It is a master plan for positioning Toyoda Gosei to capture the imagination of customers worldwide with high-quality, cost-competitive system products.

At the heart of the Toyoda Gosei 2010 Vision are targets for asserting global market leadership in eight product categories. Earning the confidence and the patronage of customers amid fierce competition will hinge on kindling innovation in the ways we conceptualize products, in the ways we foster new technologies, and in the ways that we approach our daily work. Determined to fulfill our vision, we are mobilizing our entire organization in the pursuit of renewed advances in conscientious manufacturing and in human resources development.

This is thus an exciting time for Toyoda Gosei—a time for tackling new and unprecedented change. Our increasingly global scope, meanwhile, obliges us to address the highest expectations of an international cast of stakeholders. Alert to the challenges ahead, we are unified in undertaking the task of building a company consistent with our vision.



Akio Matsubara
Chairman of the Board

Takashi Matsuura
President