



## North American Mission

Our mission is to delight those we serve and positively contribute to our communities and company. We will deliver innovative products of the highest quality complemented by an exceptional customer experience.

Our responsibilities are to:

- Structure the NA organization for self reliance, achieving sustainable growth through quick, effective decision making
- Integrate and respond to the voice of the customer in every part of development, production and service
- Design, build and deliver products and services that anticipate and enable the life styles of our customers
- Engage and develop people who collaborate as One Toyota
- Demonstrate our contribution to communities through our unified social responsibility