

Toyota One of Best Global Brands According to Interbrand

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TOYOTA

PLANO, Texas, Oct. 12, 2016 – Toyota: most valuable automaker. Top global Asian brand.

That's according to Interbrand's recently released 2016 "Best Global Brands" report. In addition to once again earning the title of most valuable automotive brand in the world, Toyota also became the first Asian company and only automaker to reach a top-five spot on the list. Interbrand estimates Toyota's 2016 brand value at \$53.58 billion, up 9 percent from 2015.

"We are thrilled to see that Toyota has broken into the top five best global brands," said Jack Hollis, group vice president of Toyota Division Marketing at Toyota Motor Sales, U.S.A., Inc. "This ranking is a testament to our commitment to build ever-better safe, exciting and fun-to-drive vehicles. It also speaks to our focus on imagining better ways to move and developing products that address mobility challenges for everyone."

In late 2015 and early 2016, the company announced the establishment of two new companies: Toyota Research Institute (TRI) and Toyota Connected Inc (TC). TRI received \$1 billion in investment over five years, with a focus on research and development in the areas of artificial intelligence, robotics, and materials science. The results of the research will help provide mobility to more people, improve transportation safety, and enhance Toyota's leadership in autonomous mobility.

Toyota Connected was established to provide data-driven services to support Toyota globally, and provide industry-leading solutions in the fields of data management, data analytics, and service development. The end result aims to offer consumers a more contextual driving experience, where the car and its technology can be used more effectively and efficiently.

“It's clear the best global brands are not just weathering change, but driving it,” says Jez Frampton, Interbrand's global chief executive officer. “They understand their Anatomy of Growth is complex, unique and personal; they look inward and outward, expand into new markets, and create better experiences to grow their brands and businesses.”

Interbrand publishes the ranking of the top 100 brands based on a unique methodology analyzing the many ways a brand touches and benefits an organization, from attracting top talent to delivering on customer expectation. Three key aspects contribute to a brand's value: 1) the financial performance of the branded products or services; 2) the role of the brand in the purchase decision process; and 3) the strength the brand has to command a premium price, or secure earnings for the company. The 2016 rankings represent Interbrand's 17th annual ranking of the world's best brands.

For more information about Interbrand's Best Global Brands report please visit:

<http://interbrand.com/best-brands/best-global-brands/2016/>