

Toyota Remains Most Valuable Global Automotive Brand According to Interbrand

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Plano, Texas (Oct. 6, 2015) – Riding the wave of twelve new or refreshed products introduced in 2015, Toyota once again earned the title of the most valuable automotive brand in the world, according to Interbrand's 2015 “Best Global Brands” annual report. The company’s ranking jumped to number six, up two spots from the 2014 report. Interbrand estimated Toyota’s 2015 brand value at \$49 billion, up 16 percent, another record achievement.

"Making guests our top priority, Toyota has done a better job than ever this year of delivering exciting new, ever-better products with exceptional styling, performance and value," said Jack Hollis, group vice president of Toyota Division Marketing at Toyota Motor Sales, U.S.A., Inc. "Toyota's rise and continued improvement on Interbrand's Best Global Brands ranking reflects our guests' trust in the efforts of our dedicated dealers and team members."

Beginning in January, Toyota introduced all-new or refreshed versions of the Prius, Tacoma, RAV4, Land Cruiser and Avalon in 2015. Additionally, Toyota is driving towards the future of mobility with the new hydrogen fuel cell vehicle Mirai and the Toyota Safety Sense packages of safety technologies, anchored by automated pre-collision braking.

Toyota has also recently launched global initiatives such as the Toyota New Global Architecture (TNGA), which allows Toyota to reduce development costs while boosting basic vehicle performance, leading to a more efficient and cost-effective manufacturing process. Additionally, Toyota continues to demonstrate how it contributes to society through commitments like the Toyota Mobility Foundation, which helps advance mobility solutions around the world, and the i-Road, which demonstrates an innovative approach to personal mobility.

“The Best Global Brands report examines what it takes for brands to succeed in today’s hyper-fragmented world. As people demand immediate, personalized and tailored experiences, business and brands need to move at the speed of life,” says Jez Frampton, Interbrand’s global chief executive officer. “Many of the brands in this year’s Top 100 are so intuitively aligned with people’s priorities that they are able to seamlessly integrate into their everyday lives.”

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 2015 rankings represent Interbrand’s 16th 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/2015/>