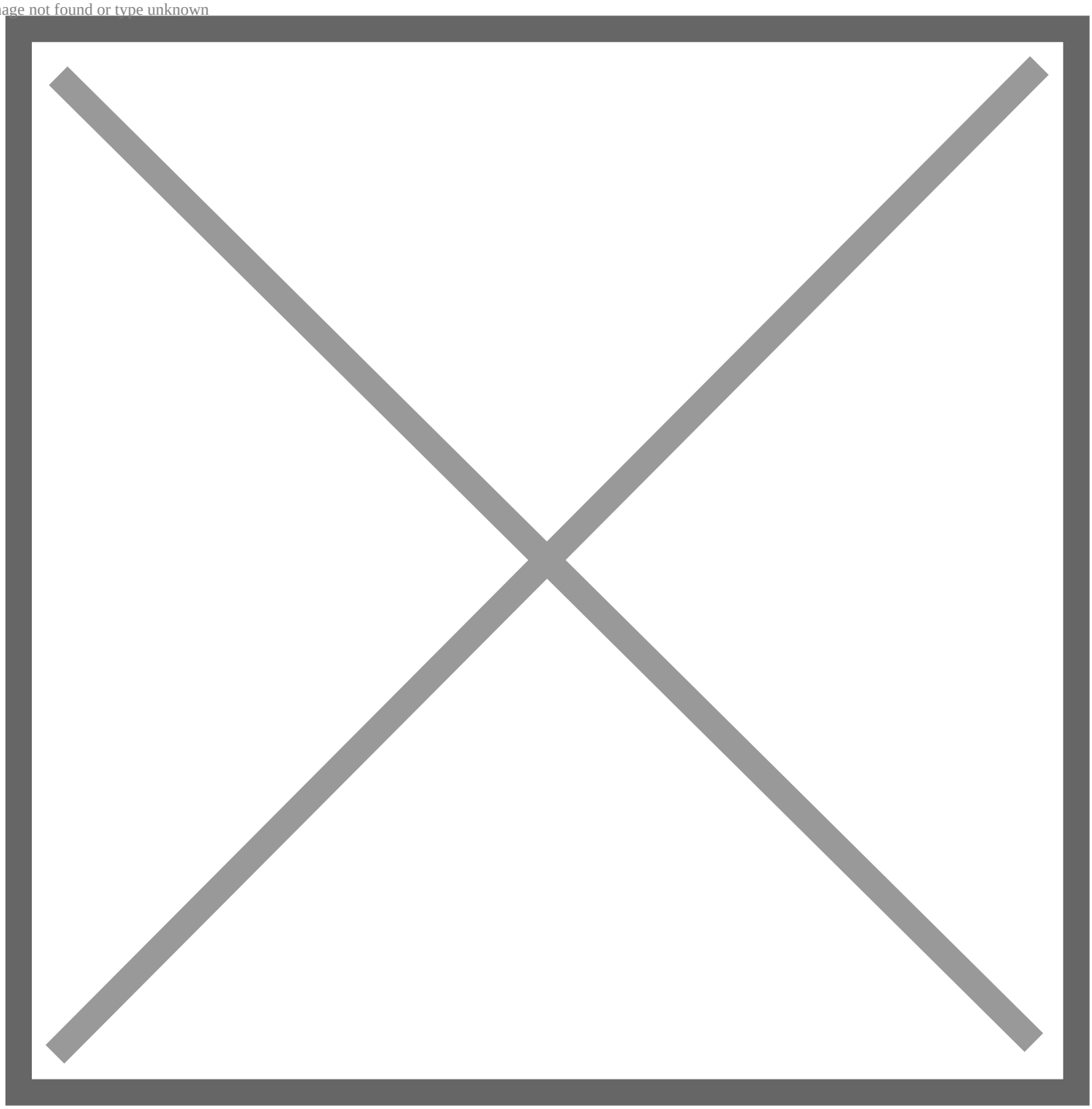
Toyota Still Most Valuable Auto Brand on Interbrand's 2014 Best Global Brands Report

October 09, 2014

Image not found or type unknown



Interbrand interview with TMS VP Jack Hollis

TORRANCE, Calif. Oct. 9, 2014 – Playful campaigns, commitment to women leaders and its zero-emission "Car of the Future" Fuel Cell Vehicle are just a few of the reasons Interbrand ranked Toyota the 8th most valuable global brand in its annual report. Up from No. 10 in 2013, Toyota's brand value increased by 20 percent to $42.4 billion, the highest Toyota has achieved. Toyota again ranked as the most valuable automotive brand.

"We are honored to once again be included on Interbrand's Best Global Brands, a distinction we owe to our dedicated associates, incredible dealers and loyal guests," said Jack Hollis, vice president of Toyota Division Marketing at Toyota Motor Sales, U.S.A., Inc. "At Toyota, we're not just thinking about where the automobile industry is headed – we're committed to leading the way to the future of mobility. This recognition from Interbrand is a testament to Toyota's "Let's Go Places" experience, and our strong commitment to our retail guests."

"Since 2004, Toyota has consistently led as the most valuable automotive brand on Best Global Brands," said Jez Frampton, Global CEO of Interbrand. "I congratulate Toyota on their strong performance on the ranking this year, and for earning a top position among the world's most valuable brands."

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 brand in the purchase decision process; and 3) the strength the brand has to command a premium price, or secure earnings for the company.

Toyota's increase in brand value reflects its recent global initiatives, including the Toyota Mobility Foundation, which addresses mobility challenges worldwide, and collaborations on innovative technologies that enhance sustainable transportation, such as fuel cell engineering and electric drivetrains. Toyota ranks No. 2 among the top 50 'Best Global Green Brands' by Interbrand.

Just this week, Toyota introduced the bold new 2015 Camry with a marketing campaign for America's top-selling car that challenges people from coast to coast to live inspired lives while taking them to places they've never been before. The campaign—entitled 'One Bold Choice Leads to Another'—is the first major initiative under Total Toyota (T-Squared), a total market model that creates a more cohesive marketing approach to Toyota's paid, earned and owned media by unifying the efforts of previously separate agencies.

Beyond developing vehicles with the latest safety features, Toyota also educates and empowers all people on the road to 'go safely,' with specialized initiatives for children (Buckle Up For Life), teens (TeenDrive365) and adults (AARP Driver Safety). TeenDrive365, Toyota's comprehensive teen safe driving initiative, continues to help families navigate their teen's first years behind the wheel and encourages parents to be the drivers they want their teens to be.

The Toyota Production System Support Center (TSSC) also shares its award-winning Toyota Production System to help organizations strengthen the quality and efficiency of their production systems. In addition to helping nonprofits and community organizations, Toyota also collaborated with Herman Miller to improve its manufacturing processes, dramatically cutting lead times and growing Herman Miller's sales and profitability.

Interbrand's recognition is especially significant as Toyota will unite as one company at its new, state-of-the-art North American headquarters in Plano, Texas. Toyota will move from a group of dedicated affiliates to becoming one, united company under the One Toyota vision.