

Toyota Named Number 1 Motor Vehicle Company on Fortune Magazine's 2020 "World's Most Admired" List

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PLANO, Texas (Jan. 21, 2020) – Toyota was ranked the No. 1 motor vehicle company for the sixth consecutive year on *Fortune Magazine's* 2020 "World's Most Admired Companies" annual ranking. *Fortune* also recognized Toyota as No. 30 among the Top 50 "All-Star" companies surveyed, which included companies from various industries.

Fortune's "World's Most Admired Companies" list is widely acknowledged as the definitive report card on corporate reputation and is based on company surveys and industry peer ratings from senior executives, directors and industry analysts from around the world. For each company, the survey measures nine attributes considered critical to a company's global success, including quality of products and services, social and environmental responsibility, global competitiveness, and value as an investment, among others.

"To top *Fortune's* list of the most admired auto companies for the sixth year in a row is an exciting accomplishment for all of us here at Toyota, and I continue to be impressed by the talent of our global team," said Jim Lentz, Toyota Motor North America chief executive officer. "This honor underscores our collective

commitment to continuous improvement for our customers, and I can't wait to see what lies ahead for Toyota.”

The full list appears in the magazine's February issue and can be viewed online now on *Fortune*'s website at <https://fortune.com/worlds-most-admired-companies/>.

FORTUNE's "World's Most Admired Companies" Methodology

Korn Ferry Hay Group started with approximately 1,500 companies, including 1,000 of the largest U.S. companies ranked by revenue, along with non-U.S. companies in Fortune's Global 500 database that have revenues of \$10 billion or more, then selected the highest-rated companies in each industry, a total of 680 in 30 countries.

To arrive at the top 50 Most Admired Companies overall, Korn Ferry Hay Group asked 3,750 executives, directors, and securities analysts to select the 10 companies they admired most. They chose from a list made up of the companies that ranked in the top 25 percent in last year's surveys, plus those that finished in the top 20 percent of their industry. Anyone could vote for any company in any industry. To create the 52 industry lists, participants were asked to rate companies in their own industry on nine criteria: Innovation, People Management, Use of Corporate Assets, Social Responsibility, Quality of Management, Financial Soundness, Long-Term Investment Value, Quality of Products/Services, and Global Competitiveness.